

AER 2014

Annual Evaluation Report



Annual Evaluation Report 2014

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

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Guiding Values and Principles

We strive for integrity, commitment, and excellence in our daily work, and fairness and mutual respect in our relationships with our partners.

We embrace a team-focused working environment and are committed to promoting professional growth and development.

We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.

We understand that a sound process of problem solving, including problem identification, strategy development, and evaluation, will result in effective outcomes.

We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.

We are committed to providing resources in an objective manner.

Office of Highway Safety Planning Mission

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.



Director's Message

The Michigan Office of Highway Safety Planning (OHSP) is pleased to present its Fiscal Year 2014 Annual Evaluation Report detailing federally funded traffic safety projects and the progress made toward achieving our ultimate goal of zero fatalities. This report also includes in-depth descriptions of project activities for each program areas, as well as whether or not the project achieved its FY 2014 goals.

It was a busy and productive year. Some of the notable activities include:

- Conducting program assessments for driver education, impaired driving, and occupant protection.
- Hosting the national annual meeting of the Governors Highway Safety Association in Grand Rapids.
- Creating a new digital media strategist position within OHSP.
- Developing new metrics for grant-funded traffic enforcement initiatives.
- Taking an active role in planning the North American Conference on Elderly Mobility.
- Updating and upgrading the online grant management system.
- Receiving a national award for the traffic crash facts website.

These and other accomplishments would not have been possible without the commitment of our partners and stakeholders in traffic safety from across our great state and around the nation. We are fortunate to have outstanding working relationships between agencies across disciplines and at all levels, creating an atmosphere of teamwork and cooperation.

Michigan continues to be seen as a leader in traffic safety. We are proud of the work accomplished through our traffic safety partners and look forward to continued progress in 2015.

A stylized, handwritten signature in black ink, appearing to read "Michael L. Prince".

Michael L. Prince
Director
Office of Highway Safety Planning



Vehicle Crash Statistics

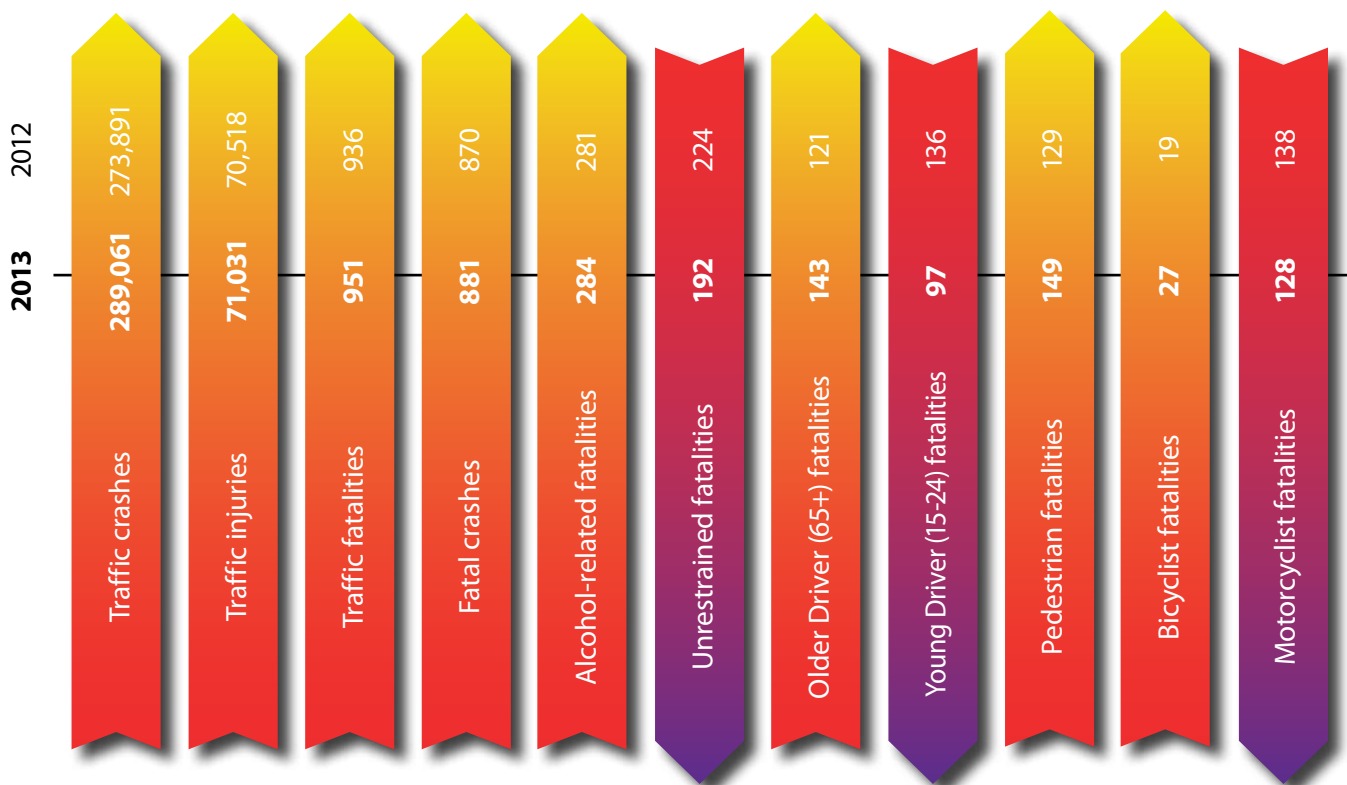
MICHIGAN CORE PERFORMANCE MEASURES (From National Fatality Analysis Reporting System (FARS) Database as of December 2014)

| | 2009 | 2010 | 2011 | 2012 | 2013 |
|--|--------|--------|--------|--------|--------|
| Traffic fatalities | 872 | 942 | 889 | 938 | 951 |
| *Serious ("A") injuries in traffic crashes | 6,511 | 5,980 | 5,706 | 5,676 | 5,283 |
| Unrestrained passenger vehicle occupant fatalities, all seating positions | 199 | 207 | 193 | 224 | 192 |
| Drivers age 20 or younger in fatal crashes | 151 | 152 | 152 | 136 | 131 |
| Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ | 243 | 236 | 256 | 259 | 166 |
| Speed-related fatalities | 205 | 231 | 238 | 250 | 245 |
| Motorcyclist fatalities | 109 | 137 | 118 | 138 | 128 |
| Unhelmeted motorcyclist fatalities | 11 | 10 | 10 | 64 | 61 |
| Pedestrian fatalities | 118 | 128 | 138 | 129 | 149 |
| Seat belt use (daytime, observed) | 97.9% | 95.2% | 94.5% | 93.6% | 93.0% |
| Fatalities per 100 million vehicle miles traveled | .90 | .97 | .94 | .99 | 1.03 |
| Bicyclist fatalities | 19 | 29 | 24 | 19 | 27 |
| **Speeding citations | 10,341 | 5,296 | 4,246 | 4,451 | 4,175 |
| **Seat belt citations | 21,510 | 11,880 | 12,662 | 17,701 | 15,772 |
| **Impaired driving arrests | 2,381 | 1,638 | 1,379 | 1,926 | 2,196 |

* FARS data is displayed unless noted by * that indicates data is from the state database

** Citations shown resulted from grant-funded activities

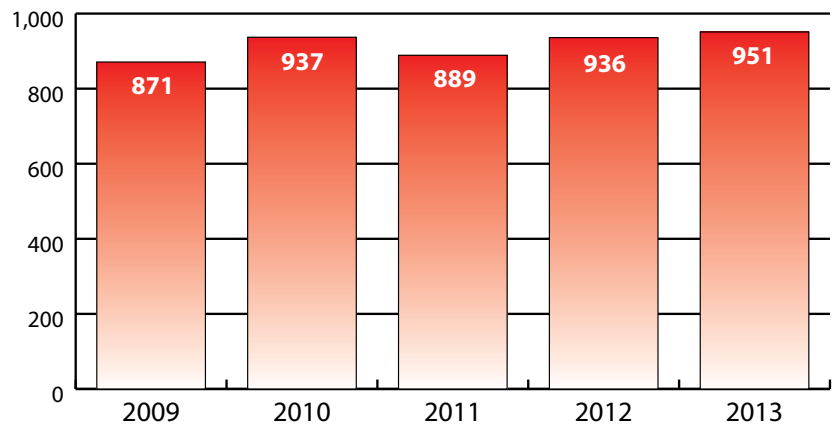
MICHIGAN CRASH CHANGES 2012-2013 (FROM MICHIGAN TRAFFIC CRASH FACTS)



Data on the following charts comes from Michigan Traffic Crash Facts unless otherwise noted.

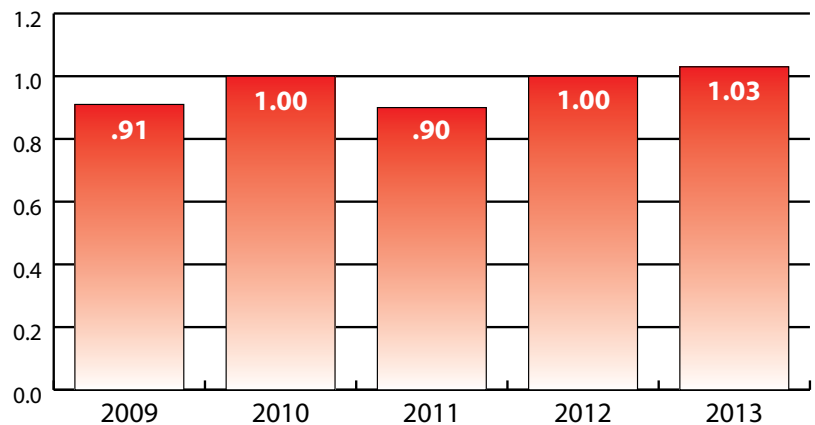
TRAFFIC FATALITIES

GOAL: reduce fatalities to 792 by 2013. Fatalities **increased** by 9.2 percent over the past five years.



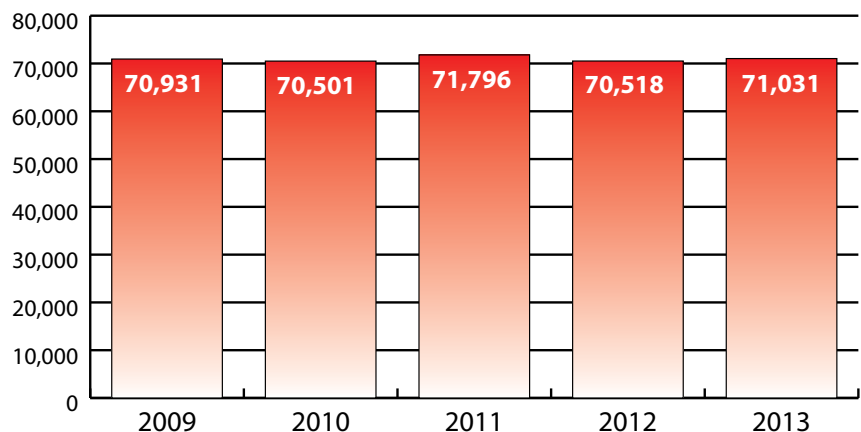
DEATHS PER 100 MILLION VEHICLE MILES TRAVELED (VMT)

GOAL: reduce the VMT death rate (per 100 million miles) to 0.91 by 2013. During the past five years, deaths per 100 million VMT **increased** by 13 percent.



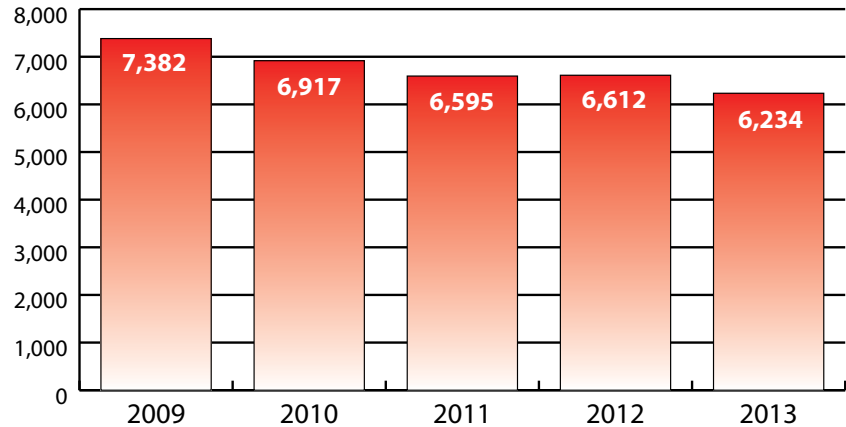
TRAFFIC INJURIES

GOAL: reduce the number of injuries of all severities to 65,470 by 2013. Traffic injuries **increased** by 1 percent over the past five years.



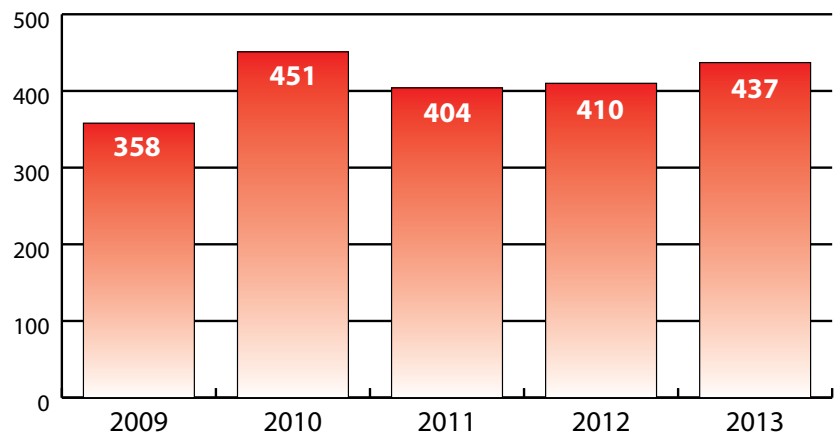
FATAL AND INCAPACITATING INJURIES

GOAL: *reduce the number of deaths and incapacitating injuries to 5,691 by 2013.* Fatalities and incapacitating injuries **decreased** by 15.6 percent over the past five years.



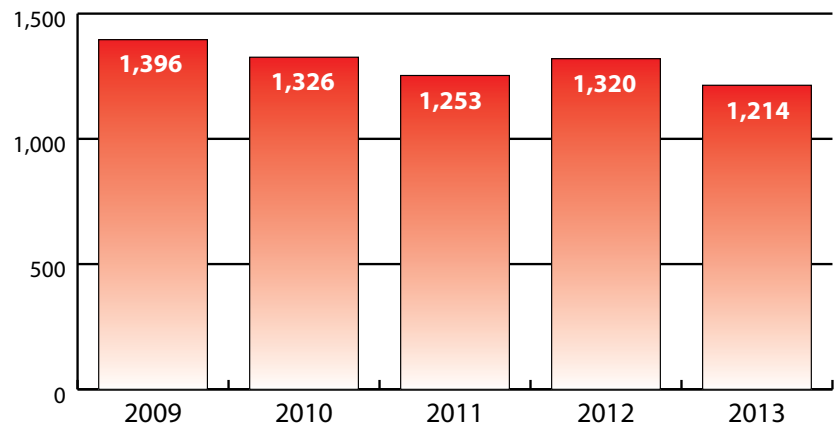
DRUGGED DRIVING

GOAL: *reduce the number of fatalities and incapacitating injuries involving drugs to 400 by 2013.* During the past five years, fatalities and incapacitating injuries involving drugs **increased** by 22.1 percent.



IMPAIRED DRIVING

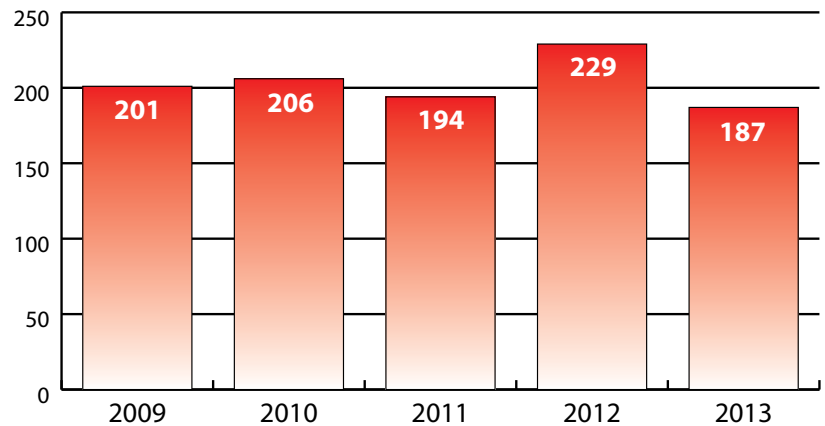
GOAL: *reduce the number of fatalities and incapacitating injuries involving alcohol to 1,041 by 2013.* Fatalities and incapacitating injuries involving alcohol **decreased** by 13 percent during the past five years.



UNRESTRAINED FATALITIES*

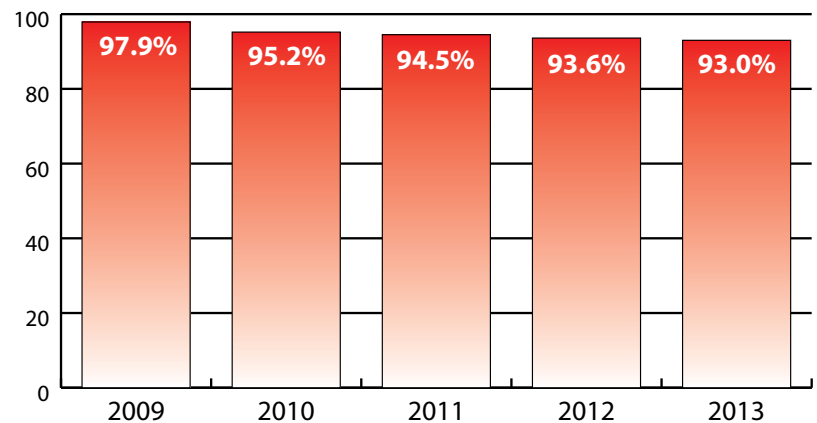
GOAL: reduce the number of fatalities to unrestrained vehicle occupants to 195 by 2013. During the past five years, unrestrained fatalities **decreased** by 7 percent.

**This includes all occupant fatalities in all motor vehicles and excludes pedestrians and bicyclists.*



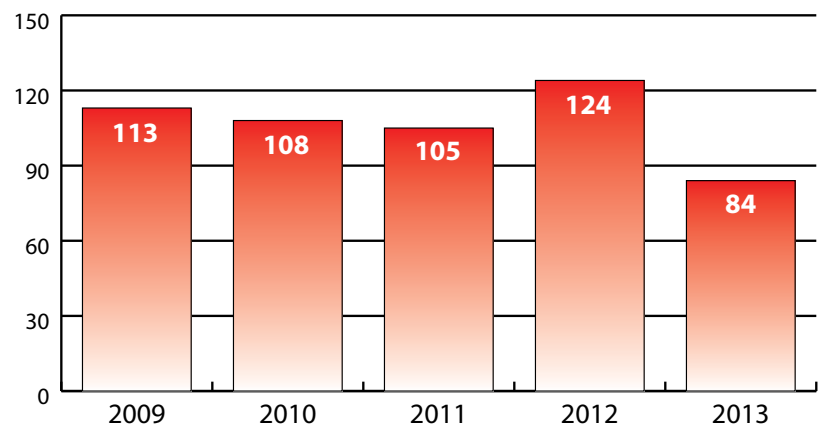
SEAT BELT USE

GOAL: increase seat belt use to 98 percent by 2013. Seat belt use **decreased** by 5 percent over the past five years.



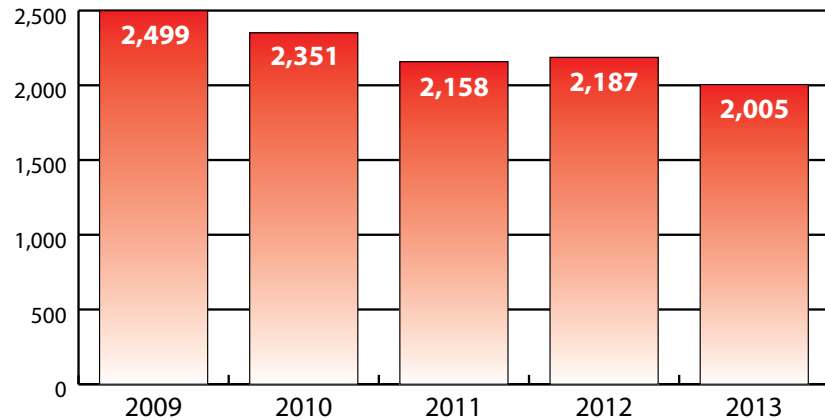
CHILD PASSENGER SAFETY

GOAL: reduce fatalities and incapacitating injuries to vehicle occupants (ages 0-8) to 93 by 2013. Child fatalities and incapacitating injuries **decreased** by 25.7 percent during the past five years.



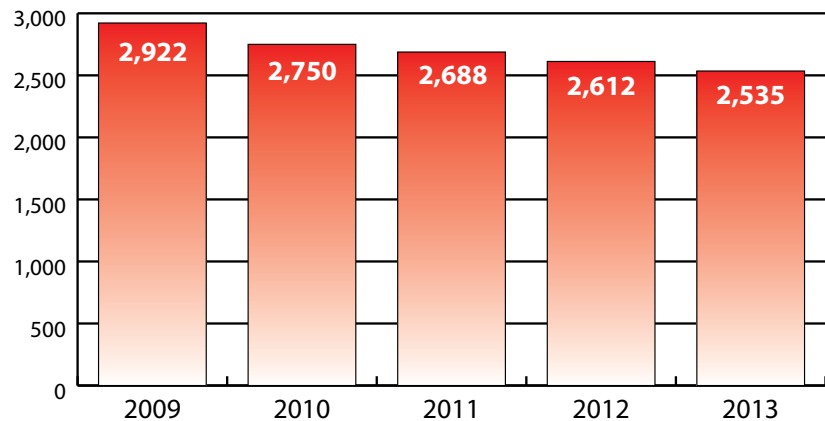
INTERSECTION CRASHES

GOAL: *reduce fatalities and incapacitating injuries within 150 feet of intersections to 1,955 by 2013. Fatalities and incapacitating injuries involving intersections decreased by 19.8 percent over the past five years.*



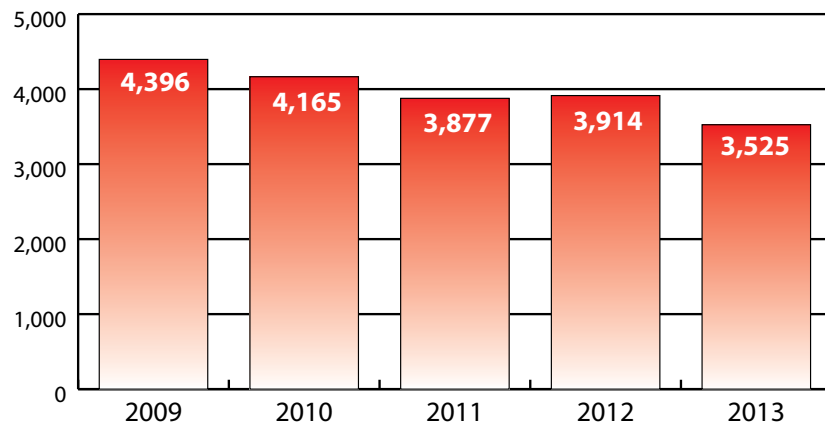
LANE DEPARTURE

GOAL: *reduce fatalities and incapacitating injuries involving lane departure to 2,305 by 2013. Lane departure-involved fatalities and incapacitating injuries decreased by 13.2 percent over the past five years.*



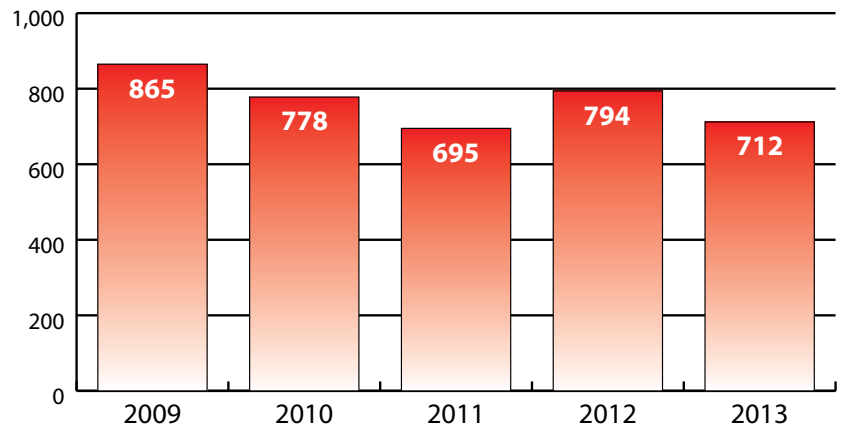
LOCAL ROADS

GOAL: *reduce fatalities and incapacitating injuries on city, county, and local roads to 3,372 by 2013. Local road-involved fatalities and incapacitating injuries decreased by 19.8 percent over the past five years.*



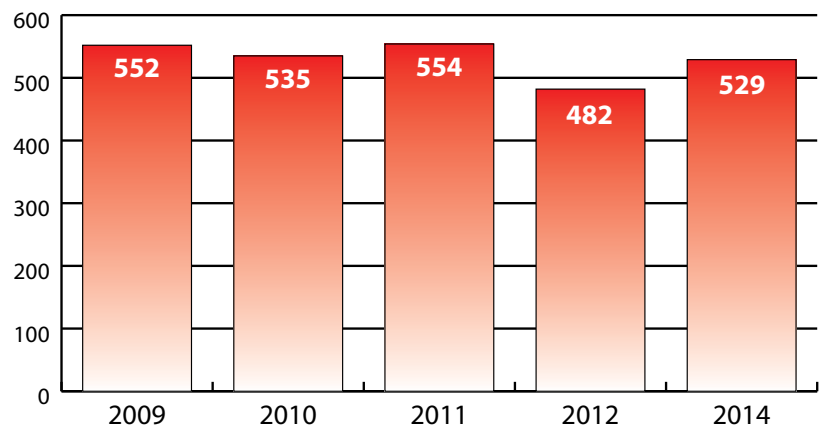
MOTORCYCLES

GOAL: reduce fatalities and incapacitating injuries involving motorcycles to 601 by 2013. Motorcycle fatalities and incapacitating injuries **decreased** by 17.7 percent during the past five years.



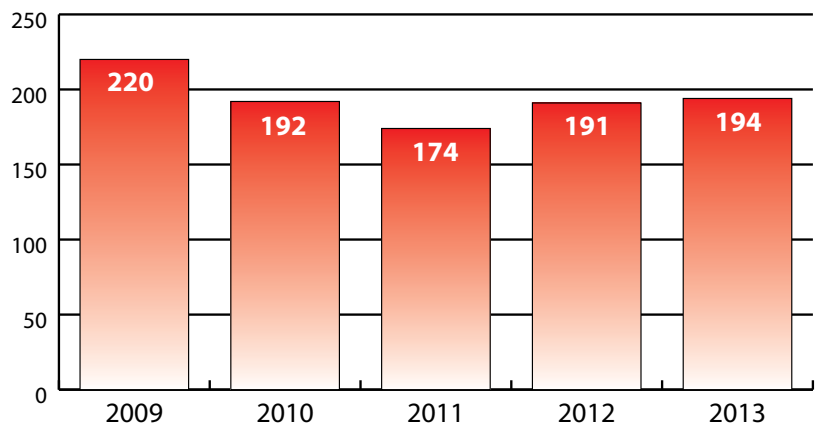
PEDESTRIANS

GOAL: reduce fatalities and incapacitating injuries to pedestrians to 508 by 2013. Pedestrian fatalities and serious injuries have **decreased** by 4.2 percent over the past five years.



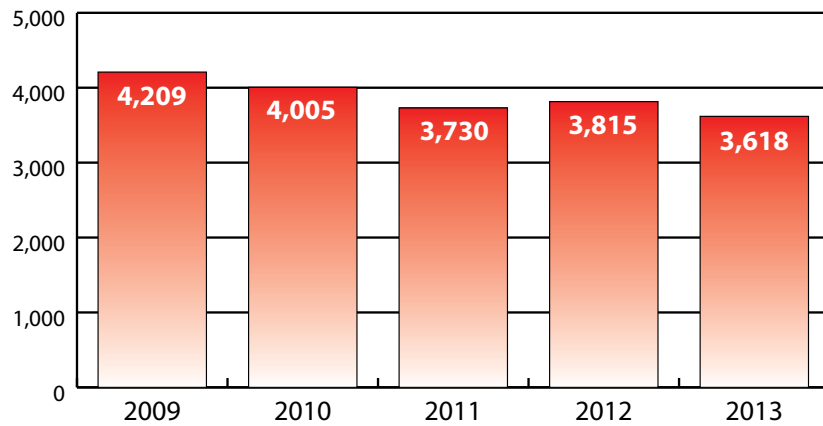
BICYCLISTS

GOAL: reduce fatalities and incapacitating injuries involving bicyclists to 178 by 2013. Fatalities and incapacitating injuries involving bicyclists **decreased** by 11.8 percent during the last five years.



MEN

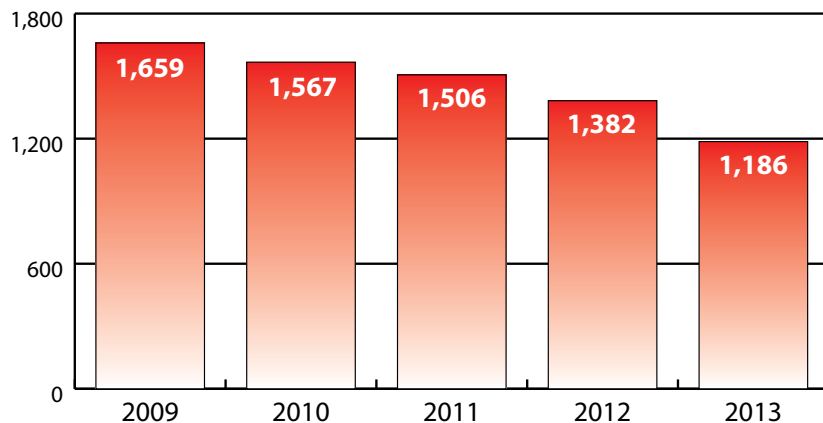
GOAL: reduce fatalities and incapacitating injuries to males to 3,211 by 2013. During the past five years, fatalities and incapacitating injuries to male drivers have **decreased** by 14 percent.



YOUNG DRIVERS 15-20*

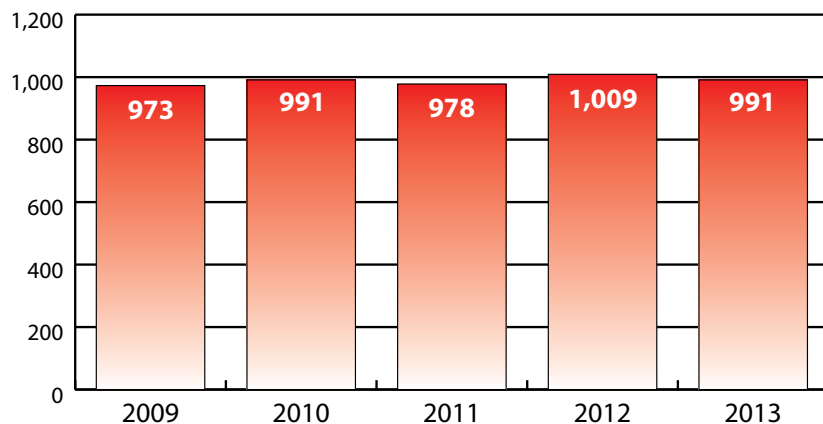
GOAL: reduce fatalities and incapacitating injuries involving drivers ages 15-20 to 1,244 by 2013. Fatalities and incapacitating injuries for drivers ages 15-20 **decreased** by 28.5 percent during the past five years.

*The young driver goal was changed from ages 16-20 to ages 15-20 in the 2014 Highway Safety Plan.



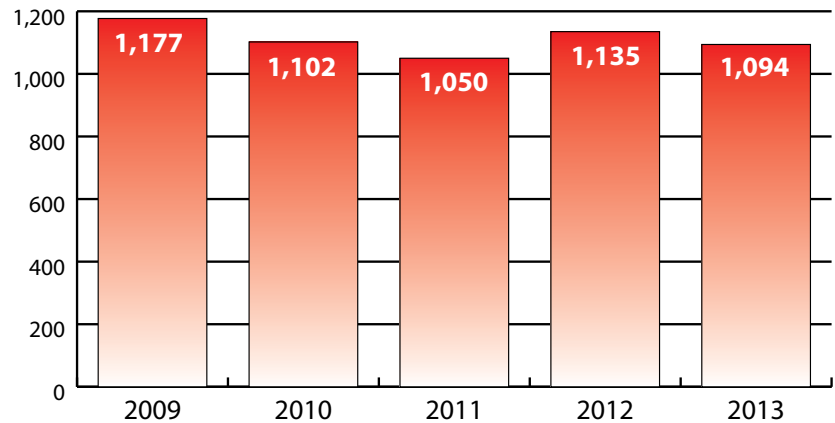
YOUNG DRIVERS 21-24

GOAL: reduce fatalities and incapacitating injuries involving drivers ages 21-24 to 853 by 2013. Fatalities and incapacitating injuries for drivers ages 21-24 **increased** by 1.8 percent during the past five years.



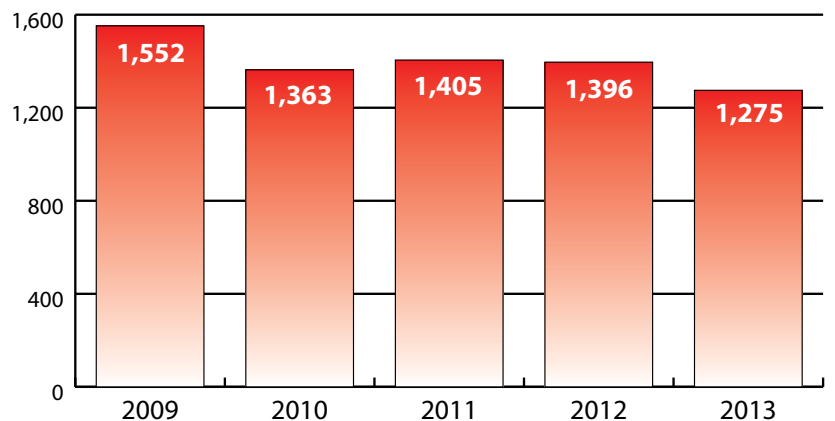
OLDER DRIVERS (AGES 65+)

GOAL: reduce fatalities and incapacitating injuries involving older drivers to 1,036 by 2013. Fatalities and incapacitating injuries involving older drivers **decreased** by 7.1 percent during the last five years.



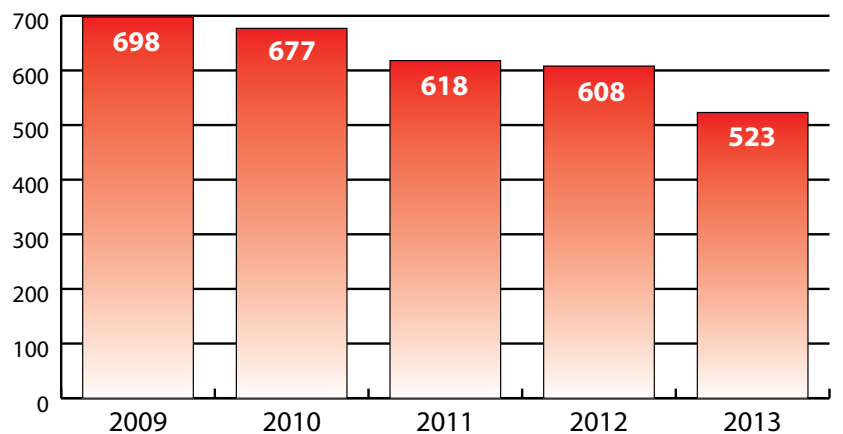
RUSH HOUR

GOAL: reduce fatalities and incapacitating injuries between 3 and 6 p.m. to 1,244 by 2013. Fatalities and incapacitating injuries during rush hour **decreased** by over the past five years by 17.8 percent.



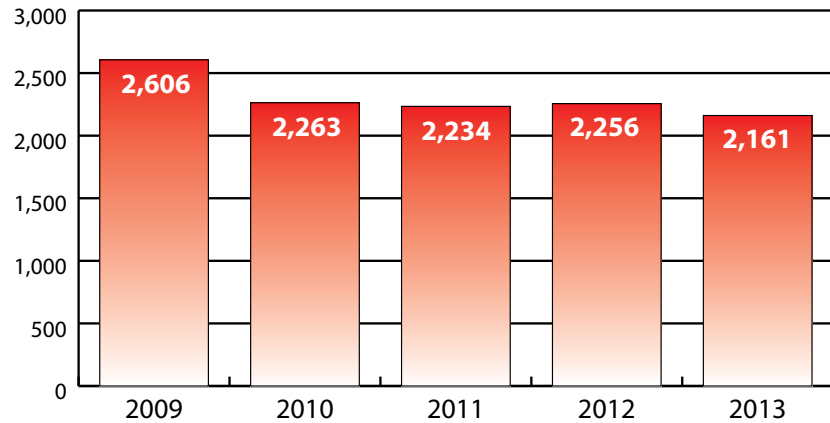
NIGHTTIME DRIVING

GOAL: reduce fatalities and incapacitating injuries between midnight and 3 a.m. to 517 by 2013. Fatalities and incapacitating injuries between midnight and 3 a.m. **decreased** by 25.1 percent during the past five years.



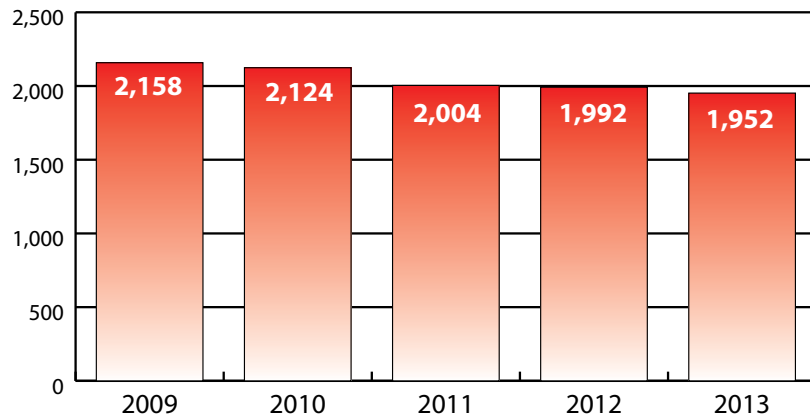
WEEKEND DRIVING

GOAL: reduce fatalities and incapacitating injuries between noon Friday and noon Sunday to 1,900 by 2013. Weekend fatalities and incapacitating injuries **decreased** by 17.1 percent during the past five years.



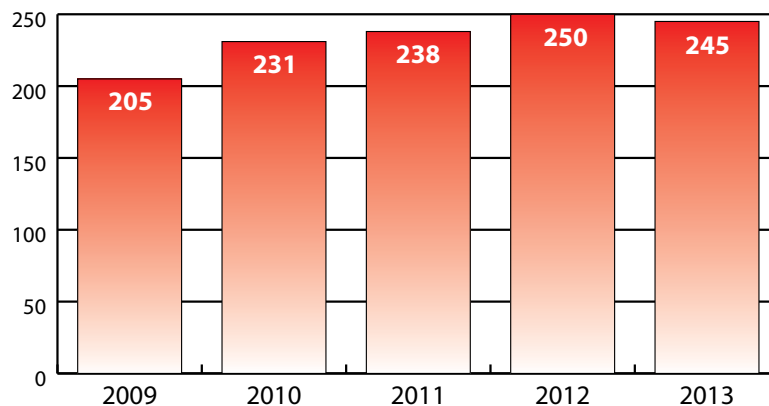
SUMMER TRAVEL

GOAL: reduce fatalities and incapacitating injuries from July to September to 1,773 by 2013. Fatalities and incapacitating injuries during the summer **decreased** by 9.5 percent during the past five years.



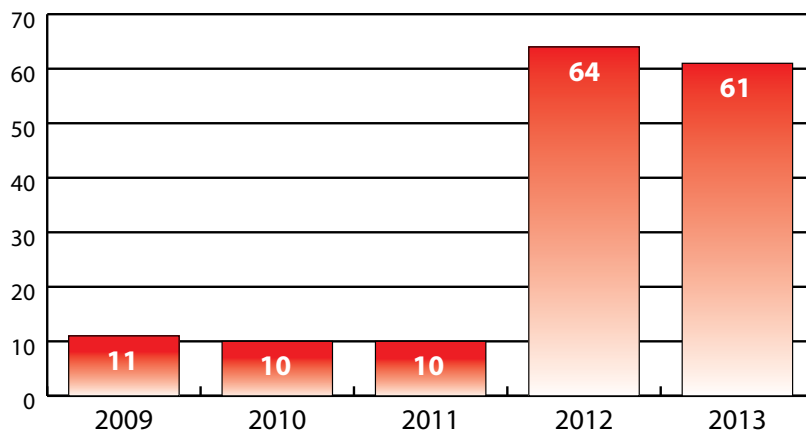
*SPEED-RELATED FATALITIES (NATIONAL FARS DATA)

GOAL: reduce speed-related fatalities to 194 by 2013. Speed-related fatalities have **increased** by 20 percent since 2009.

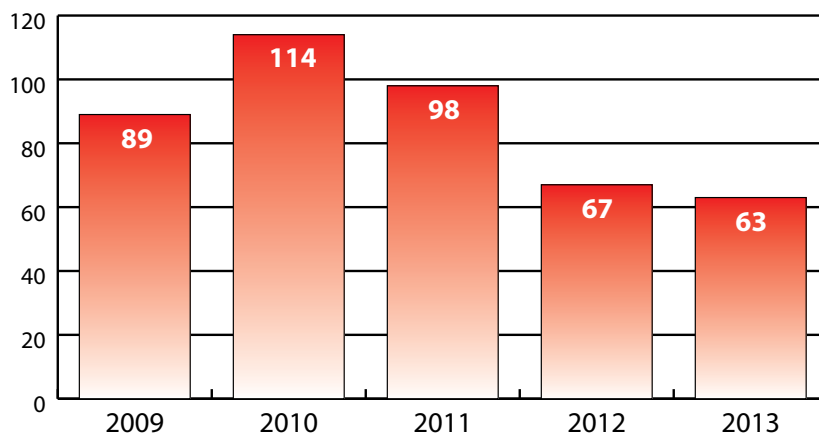


***UNHELMETED MOTORCYCLIST FATALITIES (STATE FARS DATA)**

GOAL: *reduce unhelmeted motorcyclist fatalities to 53 by 2013.* Unhelmeted motorcyclist fatalities have **increased** 455 percent since 2009. (Michigan's helmet law was modified in 2012 to allow riders over age 21 to ride without a helmet if certain conditions were observed.)

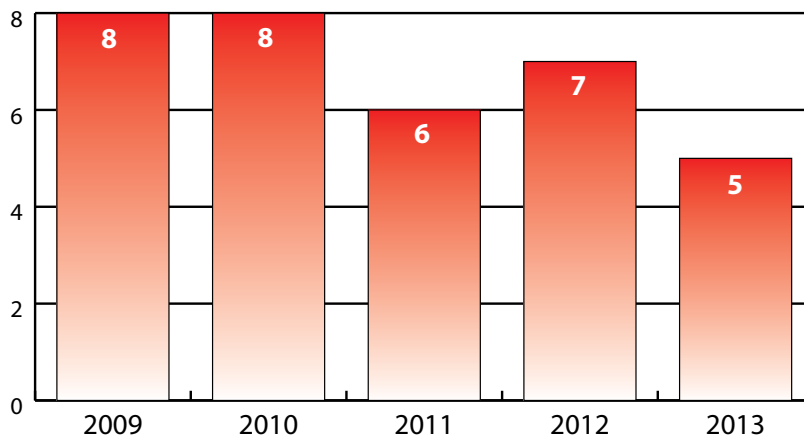
***HELMETED MOTORCYCLIST FATALITIES (FOR INFORMATION ONLY)**

Helmeted motorcyclist fatalities have **decreased** by 29 percent since 2009.

***UNKNOWN HELMET USE MOTORCYCLIST FATALITIES (FOR INFORMATION ONLY)**

Unknown helmet use motorcyclist fatalities have **decreased** by 38 percent since 2009.

**FARS is a separate dataset from Michigan's traffic crash reporting and processing system. Differences in data collection policies may result in slight differences between the two systems.*







Occupant Protection

Occupant protection in a vehicle includes seat belts, child restraints, and air bags. These are all factors that help to keep a vehicle occupant safe in the event of a crash, reducing the likelihood of fatalities and injuries and reducing the severity of injuries.

PROGRAM GOALS

- Increase observed seat belt use of front-seat occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2015.
- Decrease fatalities by 17 percent from 936 in 2012 to 781 by December 31, 2015.
- Decrease fatalities and incapacitating injuries by 23 percent from 6,612 in 2012 to 5,098 by December 31, 2015.
- Decrease the vehicle mileage fatality rate by 13 percent from 1.00 in 2012 to .87 by December 31, 2015.
- Decrease fatalities and incapacitating injuries to vehicle occupants ages 0–8 by 31 percent from 124 in 2012 to 85 by December 31, 2015.

CHILD PASSENGER SAFETY

STATEWIDE CHILD PASSENGER SAFETY PROGRAM

Section 2011, 405(b)

BACKGROUND

The Child Passenger Safety (CPS) program takes a regional approach, utilizing a federally funded, full-time grantee in the Upper Peninsula (U.P.) to coordinate efforts there, while statewide planning, program coordination, and grant management are handled by the Office of Highway Safety Planning (OHSP) in Lansing.

In addition to training and recertifying CPS technicians, distributing car seats, and coordinating public information efforts, new partnerships and programs are developed to reach populations with specific needs throughout the state.

The network of CPS technicians and instructors is vital to the success of the CPS program as they are face to face with parents and caregivers conducting car seat checks, distributing seats to families in need, and providing education.

PROJECT GOALS

- Educate and provide car seats to 5,000 low-income families—**Goal achieved**
- Retain 63.2 percent of current CPS technicians—**Goal not achieved**
- Maintain at least one trained CPS technician for services in 83 counties—**Goal achieved**

- Expand the CPS program in the U.P. to add seven counties—**Goal not achieved**

RESULTS

LOWER PENINSULA

OHSP funded more than 5,500 car seats that were delivered to CPS technicians in 61 counties. These seats allow technicians to reach out to parents in need and ensure children are riding safely. Each car seat distributed is accompanied by a one-on-one education session ending with the caregiver properly installing the seat and harnessing in the child.

To support the CPS program, new technicians were trained and continuing education was offered through grant-funded courses. During seven classes using the new National Highway Traffic Safety Administration (NHTSA) curriculum, 110 new technicians were certified. Three continuing education courses were offered with 167 technicians working toward recertification. Eleven former technicians were recertified in one renewal course.

While the retention goal was not met, steps were taken to further engage technicians and provide opportunities to maintain certifications. Instructors are encouraged to keep open lines of communication with the technicians they train, as well as with those who live or work in their area. A list of newly trained technicians is provided to instructors monthly to assist in this effort.

Michigan has a CPS technician, or access to a technician, in all 83 counties. Michigan State Police technicians provide services in all counties as requested.

Outreach and partnership efforts continued, including car seat checks with Operation Homefront in Lansing and Ann Arbor for military families, and a partnership with

Peckham Inc. in Lansing to provide car seats to employees during their Safety Day. OHSP partnered with the Michigan High School Athletic Association to distribute more than 750 *Click It or Ticket* football-themed banners for display at high school football games. Work is ongoing to develop car seat training curriculum specifically for the Michigan Department of Human Services.

UPPER PENINSULA

CPS outreach and services in the U.P. are provided by a team of CPS instructors living and working in the area, supported in part by OHSP.

U.P. staff provided technical expertise and support to 56 CPS technicians throughout 15 U.P. counties. A national standardized CPS technician course was used to train 20 new CPS technicians who were recruited to participate in the region's successful Kids Always Ride Safely (KARS) program. These technicians are expected to offer KARS education sessions in the eight participating KARS counties.



The KARS program offers parents and guardians CPS education sessions along with discounted car seats. Clients enrolled in Michigan's Women, Infants, and Children program receive a greater discount. This year, Baraga County and the Keweenaw Bay Indian Community joined the KARS program bringing the number of participating agencies to 27. A total of 373 car seats were distributed through the KARS program.

Plans are underway for additional fitting stations and KARS educational session sites in Chippewa, Dickinson, Luce, and Schoolcraft counties.

After relying mainly on county health departments to administer portions of the KARS program, efforts were made this year to reach out to other community partners, including fire departments and the YMCA.

STRENGTHENING CHILD PASSENGER SAFETY PROGRAM CAPACITY IN MINORITY COMMUNITIES

Section 2011

BACKGROUND

Because restraint use by minority children is significantly lower than the national average, state and local organizations worked to increase awareness in the African

American and Hispanic communities about the importance of child restraint use. In Michigan, those populations are mainly located in metro Detroit and west Michigan. Efforts to increase the availability of CPS technicians within these communities were ongoing with funding to support training, education, and car seat distribution.

PROJECT GOALS

- Train at least five bilingual CPS technicians—**Goal not achieved**
- Provide Spanish-language materials and resources for families with children younger than 8—**Goal achieved**

RESULTS

OHSP distributes CPS information, including Spanish- and Arabic-language materials. Efforts were made to ensure that Telamon Corp., the migrant Head Start coordinating agency, was receiving car seat materials in Spanish.

In addition, 20 Spanish translation seat-check flipbooks developed by AAA and the Kansas Highway Safety Office were purchased and distributed to instructors and technicians. These picture-focused guides will assist technicians working with Spanish-speaking caregivers when no translator is available.

OHSP was approached by C.S. Mott Children's Hospital to assist with a program to educate teen parents at the Corner Health Center in Ypsilanti. The center serves adolescents ages 12–21, and also the babies and children of these young people. Their clients are Medicaid eligible and often lack transportation, relying on busses, cabs, friends, and relatives to get them to and from places. Because of this, it was determined that infant carrier car seats would best suit these patients and their babies. Fifty car seats were purchased, and education sessions are conducted at the center along with other parenting and child care courses.

It was the intention of the program's members to train five bilingual technicians. Due to time limitations, those minority outreach grants were not offered.

EVALUATION

DIRECT OBSERVATION SURVEYS: SEAT BELT USE

Section 402

BACKGROUND

Seat belt use is one of the few objectives for which progress can be measured immediately and directly. The annual observation survey has tracked seat belt use in Michigan since 1983. The surveys are important for determining belt use rates statewide, regionally, and between various demographics. These rates assist OHSP in developing seat belt enforcement plans and identifying the focus of the media campaigns to support mobilizations.

PROJECT GOALS

- Determine Michigan's seat belt use rate—**Goal achieved**
- Determine hand-held device rate (talking and texting on cell phone)—**Goal achieved**

RESULTS

Wayne State University Transportation Research Group (WSU-TRG) conducted a direct observation survey of more than 31,000 drivers and passengers and determined that Michigan has an overall seat belt use rate of 93.3 percent, a slight increase from the 2013 use rate of 93 percent. It was also determined that the observed rate of electronic hand-held device use by vehicle drivers is 8.4 percent, which represents a 0.6 percentage-point increase from the use rate observed in 2010.

| OBSERVATIONAL WAVE | SAFETY BELT USE RATE | STANDARD ERROR |
|-----------------------------|----------------------|----------------|
| Annual Observational Survey | 93.3% ± 0.6% | 0.3% |

| USE BY CATEGORY | USE RATE | STANDARD ERROR |
|------------------------|-------------|----------------|
| Overall Cell Phone Use | 8.4% ± 0.6% | 0.3% |

Female drivers had a higher rate of belt use than males by 2.4 percent. Drivers ages 60 and older were most likely to use seat belts while the lowest age bracket was drivers ages 16–29. Cell phone use rate was the greatest for drivers younger than 30.

CHILD PASSENGER SAFETY RESTRAINT USE SURVEY AND MATERIALS

Section 2011

BACKGROUND

More than half of children ages 4–7 do not use booster seats. To better understand why parents are not using booster seats, or are using them inconsistently, phone surveys will help gauge opinions and gather information on this topic.

After gathering results from the phone survey, additional information will be gathered using focus groups. This information will provide the basis for a campaign to reach caregivers with proper messaging.

PROJECT GOALS

- Conduct a telephone survey and focus groups regarding CPS devices and uses of parents of children ages 4–7—**Goal not achieved**
- Develop and distribute educational materials regarding CPS devices and uses to parents of children ages 4–7—**Goal not achieved**

RESULTS

To collect information from parents with children ages 4–7, phone surveys were conducted in June. Focus groups were not conducted due to time constraints; therefore, the mate-

rials were not developed. This project will continue in Fiscal Year 2015.

Survey results found younger parents under age 30, African American parents, and parents in Wayne County, as well as in rural areas were less likely to use booster seats. More than 16 percent of respondents reported using only a seat belt with children in this age group.

Continuing the data collection, focus groups with parents will be conducted in FY2015 and educational materials, and an awareness campaign will be developed using the results of the focus groups and the phone surveys.

OCCUPANT PROTECTION ASSESSMENT

Section 405(b)

BACKGROUND

Evaluation of traffic safety programs is a required and critical component to determine the successfulness of the efforts. Michigan has made great progress in recent years in decreasing the number of fatal and serious injury crashes involving children ages 0–8, as well as decreasing unbelted fatalities; however, to continue to improve the program, it is important to evaluate it.

An assessment of the occupant protection program looks at the overall occupant protection program by interviewing partners and examining programs. The assessment will provide a chance to review goals of the program, recognize achievements, identify deficiencies, and determine a new plan of action. Following this assessment, the assessment team will make recommendations for improvement.

PROJECT GOAL

- Conduct an occupant protection assessment for Michigan by bringing in a national team of experts to recommend new strategies—**Goal achieved**

RESULTS

In May, an Occupant Protection Assessment was convened with a team of five assessors assembled by NHTSA and more than 30 state partners coordinated by OHSP. Over four days, presenters shared their expertise in the field of occupant protection for adults and children.

Five topics were examined, including enforcement, data, child passenger safety, program management, and communications.

A comprehensive report of strengths, challenges, and recommendations was produced by the team and presented to OHSP. The report will assist with future strategic planning and guiding the direction of the program.



Impaired Driving Prevention

There were over 50,000 alcohol-impaired crashes and 9,500 drug-impaired crashes from 2009-2013. Each year, there are approximately 12,000 impaired crashes where fatalities, injuries, or property damage could have been avoided. Impaired driving crashes have remained a steady percentage of fatal crashes since the 1990s, both in Michigan and nationwide.

PROGRAM GOALS

- *Decrease fatalities and incapacitating injuries involving alcohol by 32 percent from 1,320 in 2012 to 900 by December 31, 2015.*
- *Decrease fatalities and incapacitating injuries involving drugs by 4 percent from 410 in 2012 to 392 by December 31, 2015.*
- *Decrease fatalities and incapacitating injuries involving drivers ages 15-20 by 23 percent from 1,382 in 2012 to 1,062 by December 31, 2015.*

ENFORCEMENT SUPPORT

IMPAIRED DRIVING DETECTION TRAINING

Section 410

BACKGROUND

According to researchers, officers trained to conduct Standardized Field Sobriety Tests (SFST) correctly identified drunk drivers over 90 percent of the time using the results of SFST. The SFST is a battery of three tests performed during a traffic stop to determine if a driver is over the legal Blood Alcohol Concentration (BAC) limit. The tests are:

- Horizontal gaze nystagmus.

- Walk-and-turn.
- One-leg stand tests.

These tests are scientifically validated and are admissible as evidence in court.

Not all Michigan officers are trained in the National Highway Traffic Safety Administration (NHTSA)-International Association of Chiefs of Police (IACP) SFST procedures or Advanced Roadside Impaired Driving Enforcement (ARIDE). The Office of Highway Safety Planning (OHSP) provides free training opportunities to enhance law enforcement's ability to detect and arrest impaired drivers, and continuously promotes ARIDE training to all road patrol personnel.

The ARIDE program bridges the gap between the SFST and Drug Recognition Expert (DRE) programs. ARIDE is a

16-hour course that provides officers with general knowledge related to drug impairment.

Over the past five years, 3,245 officers have completed SFST training, and 4,575 officers have been through SFST refresher training. An additional 82 officers have been trained as SFST instructors. More than 1,000 law enforcement officers and prosecutors have completed ARIDE training.

The Michigan State Police (MSP) Training Division coordinates the SFST/ARIDE training program through a grant with OHSP.

PROJECT GOAL

- Increase the number of law enforcement officials receiving SFST/ARIDE training by 10 percent from 3,145 in 2012 to 3,460—**Goal achieved**

RESULTS

For Fiscal Year 2014, 33 SFST Practitioner classes have been conducted with 573 officers trained, and 37 SFST Refresher classes have been conducted with 311 officers trained. Following updates in the SFST manuals and curriculum, three SFST Instructor Refresher classes were conducted for 130 SFST instructors. Also, 12 ARIDE classes were conducted with 376 officers and prosecutors trained.

DRUG RECOGNITION EXPERT TRAINING

Section 410

BACKGROUND

A DRE is a police officer trained to recognize impairment of drivers under the influence of drugs other than, or in addition to, alcohol. The IACP coordinates the program with support from NHTSA. DREs must successfully complete a three-week DRE school to meet certification requirements.

The DRE protocol is a standardized and systematic method of examining a Driving Under the Influence of Drugs (DUID) suspect to determine the following:

- Whether or not the suspect is impaired.
- Whether the impairment relates to drugs or a medical condition.
- What category or combination of categories of drugs are the likely cause of the impairment.

The process is systematic because it is based on a set of observable signs and symptoms that are known to be reliable indicators of drug impairment. DREs can be qualified as expert witnesses in court due to their advanced training.

PROJECT GOAL

- Increase the number of DREs by 16—**Goal achieved**

RESULTS

Michigan conducted its fourth DRE school in early 2014. Due to the number of qualified applicants, the class size

was increased to 26 students. As a result, Michigan graduated an additional 22 certified law enforcement DREs and four DRE-trained prosecutors.

MICHIGAN STATE POLICE TOXICOLOGY LAB BACKLOG REDUCTION

Section 410

BACKGROUND

The MSP Forensic Science Division's Toxicology Laboratory provides blood alcohol and drug testing for Michigan law enforcement agencies at no charge. The lab's caseload increased substantially when the state's .08 BAC law was enacted in 2003. This included criminalizing driving with a Schedule One drug in the driver's system. Although drunk driving arrests have decreased in the past several years, more officers are requesting blood analysis because of increased incidences of drugged driving. Additionally, there have been a large number of synthetic marijuana cases submitted for testing.

Under the state's .10 BAC drunk driving law, blood alcohol analysis took up to three weeks. After passage of the .08 law, the analysis time doubled. Analysis for Schedule One drugs took four to six weeks under the .10 BAC law and increased to over 10 weeks after passage of the .08 BAC law.

In the past decade, requests have almost doubled despite staffing levels remaining constant. OHSP has provided \$3.8 million in funding support over the past eight years for equipment, personnel, and overtime to help alleviate case backlogs.

PROJECT GOALS

- Decrease the turnaround time for drug toxicology analysis by 41 percent from 153 days in 2012 to 90 days or less—**Goal achieved**
- Maintain the turnaround time for blood alcohol analysis at 14 days—**Goal achieved**

RESULTS

The average turnaround time for drug toxicology in FY2014 was 73 days, a decrease from 202 days in FY2013. This decrease was achieved through the processing of backlogged cases by a private laboratory and was funded by the state. This was a one-time circumstance to eliminate the drug toxicology backlog.

The turnaround time for blood alcohol analysis was seven days in FY2014, a decrease from 10 days in FY2013.

Funding was provided for one full-time toxicologist and overtime to allow scientists to work an additional 350 hours. The toxicology unit analyzed more than 17,000 cases and provided testimony at nearly 100 impaired driving trials. Without these positions, law enforcement and prosecutor requests for analysis would be processed at a slower rate or would have to be analyzed by private labs, an additional cost for local agencies.

MOTHERS AGAINST DRUNK DRIVING

Section 405(d)

BACKGROUND

Working with OHSP, Mothers Against Drunk Driving (MADD) has provided resources for victim impact panels, reinvigorated the Salute law enforcement program that encourages police agencies to prioritize impaired driving arrests, and provided impaired driving recognition awards for prosecutors and law enforcement officers.



PROJECT GOAL

- Increase the number of law enforcement officers nominated for outstanding performance in impaired driving arrests by 17 percent from 300 in 2012 to 350—**Goal not achieved**

RESULTS

MADD honored law enforcement officers for their commitment to impaired driving enforcement with Lifesavers Law Enforcement Recognition Awards during a luncheon in August. Nearly 100 officers were nominated.

The ceremony included the presentation of the Olivia Cleveland Gratitude Award, given to those who demonstrate outstanding commitment to eliminating impaired driving. The award honors Ferndale Police Ofcr. John Cleveland's daughter, Olivia. Ofcr. Cleveland and his family were involved in a crash with an impaired driver in 2012. His wife and two of his children suffered serious injuries, and his 3-year-old daughter, Olivia, was killed.

The family presented the award to Ofcr. Melinda Weingart of the Troy Police Department for arresting over 150 drivers suspected of impaired driving during 2013.

The 2014 MADD Michigan Lifesavers Award recipients include:

Outstanding Trooper

Tpr. Douglas A. Baumann, Houghton Lake Post
Tpr. Kenneth Campbell, Tri-City Post
Tpr. Mike Floriano, Iron Mountain Post

Outstanding Deputy

Dep. Christopher Kravitsky, Sanilac County Sheriff's Office
Dep. Kelly Rybicki, Jackson County Sheriff's Office
Dep. Eric Rymarz, Oakland County Sheriff's Office

Outstanding Officer

Ptlm. Gregory Gondek, White Lake Police Department
Cpl. Jason Otter, Romulus Police Department
Ofcr. Melinda Weingart, Troy Police Department
Ofcr. Andrew Wood, Eastpointe Police Department

Outstanding Rookie of the Year

Ofcr. Daniel Bachleda, Troy Police Department
Tpr. Bryant Greenert, Michigan State Police Tri-City Post
Deputy Michael Martin, Allegan County Sheriff's Office

Outstanding Law Enforcement Agency

Chippewa County Sheriff's Office

Recognition of Excellence

Sgt. Nathan Gobler, Troy Police Department
Ofcr. Scott Vierk, Clawson Police Department

MADD Career Achievement Award

Deputy Lew Tyler (retired), Oakland County Sheriff's Office

Olivia Cleveland Gratitude Award

Ofcr. Melinda Weingart, Troy Police Department

ADJUDICATION

TRAFFIC SAFETY RESOURCE PROSECUTOR

Section 405(d)

BACKGROUND

Since 2000, OHSP has supported the Traffic Safety Resource Prosecutor (TSRP) program within the Prosecuting Attorney's Association of Michigan (PAAM) to ensure prosecutors and law enforcement officers have up-to-date information on traffic and case law. The TSRP provides traffic safety training and information for county prosecutors and serves as a technical resource for law enforcement on topics including high BAC, medical marijuana, synthetic marijuana and drugs, vehicle forfeitures, case law, and underage drinking. The TSRP also serves on the DRE Steering Committee, which oversees training officers to detect drugged drivers. OHSP was one of the first in the nation with a TSRP and helped pioneer the concept for other states.

PROJECT GOALS

- Maintain the TSRP and administrative assistant position—**Goal achieved**
- Provide 10 professional education opportunities for law enforcement and prosecutors—**Goal achieved**
- Provide quality, up-to-date legal reference materials and technical assistance to the traffic safety community—**Goal achieved**
- Provide a liaison between prosecutors, OHSP, Secretary of State, courts, and law enforcement agencies on traffic safety issues—**Goal achieved**
- Support the recognition of law enforcement as MADD Lifesaver Award winners—**Goal achieved**

RESULTS

The TSRP provided nearly 100 training sessions on a broad range of traffic safety-related issues to more than 1,680 law enforcement officers and prosecutors. These trainings included ARIDE, Cops in Court, Visual Trial, Nuts & Bolts of OWI Prosecution, Advanced OWI, Lethal Weapon, and Basic Assistant Prosecuting Attorney training. The TSRP also presented at several professional associations' annual conferences, including conferences for the state's district court judges, magistrates, and probation officers.

The TSRP also secured 15 prosecutors to attend ARIDE training and four prosecutors from different counties to attend DRE training. To date, Michigan has 17 DRE-trained prosecutors. Michigan is the only state that has DRE-trained prosecutors.

The TSRP also worked with the MSP Toxicology Laboratory through their process of outsourcing the drugged driving backlog. All of the backlogged cases have been completed and reported out to the prosecutors. Because prosecutor offices received reports from private labs, defense attorneys questioned the validity of the reports. The TSRP was able to provide standard responses to share with the prosecutor offices.

Additionally, the TSRP also is a member of the Technical Service Committee's Lab Integrations subcommittee, which is working to establish an interface computer system between the MSP lab and prosecutors' offices. This will allow prosecutors to alert the MSP lab when a case has been resolved through plea negotiations, and the MSP lab analyst can stop working on that case. The system will help the lab further reduce the backlog and gain efficiencies.

The TSRP participates in the National TSRP Cross-Examination Project. This training brings together TSRPs throughout the country to review key defense experts' transcripts and outline these transcripts to prepare OWI trial attorneys for cross-examining these defense experts in the future. By having outlines in advance, the OWI trial attorney

will be better prepared to confront defense experts on such challenges as SFSTs, DRE analyses, chemical test results, or blood search warrant issues.

The TSRP communicates regularly with law enforcement and prosecutors regarding fatal or injury traffic cases. Areas of concern include the use of experts by defense attorneys, issues regarding field sobriety testing, emerging technology to combat OWI, and legal court cases affecting OWI and traffic safety. The TSRP published multiple traffic safety-related items. This information is shared through newsletters and emails to ensure prosecutors and law enforcement have easy access to timely information.

The MADD/OHSP/PAAM Prosecutor Lifesaver Award was presented to two recipients. Alger County Prosecutor Karen Bahrman was recognized for twice appealing a sentence in an OWI Causing Death Case. St. Clair County Assistant Prosecutor Jennifer Smith-Deegan was recognized for her successful conviction in a complex drug-impaired driving case (see TSRP Highlight).

JUDICIAL OUTREACH LIAISON

Section 405(d)

BACKGROUND

Judges, particularly those who work in limited jurisdiction courts like district courts that cover the majority of traffic offenses, are often overlooked in education and communication opportunities. Judges benefit from the ability to gain and to share the knowledge needed to resolve the legal and evidentiary issues that challenge them when adjudicating impaired driving and other motor vehicle-related cases.

The Judicial Outreach Liaison (JOL) works to unite the outreach efforts of NHTSA and the American Bar Association Judicial Division to educate judges and encourage support of traffic safety activities. In addition, the JOL seeks to improve community outreach, provide quality education, and promote confidence and trust in the judiciary. Based on the success of the state's TSRP program, Michigan implemented a JOL program in 2013 that is coordinated through the Michigan Judicial Institute (MJJI), a training division of the State Court Administrative Office (SCAO) of the Michigan Supreme Court.

PROJECT GOALS

- Provide a liaison between judges, courts, law enforcement agencies, and OHSP on traffic safety issues—**Goal achieved**
- Provide up to five professional education opportunities for law enforcement and judges—**Goal achieved**

RESULTS

The JOL's primary activity was assisting Michigan as the first state to develop regional sobriety courts. These courts allow offenders to participate in the program closest to their home rather than the jurisdiction where they were arrested.

TSRP HIGHLIGHT

The TSRP provides technical assistance to prosecutors on complex fatal traffic crash cases. This included a St. Clair County case involving a woman who struck an on-coming car, killing two men. The defendant had seven prior traffic incidents involving drug-impaired driving. The TSRP assisted the prosecutor's office on pretrial motions, jury instructions, and other issues. The assistant prosecutor who tried the case was also a DRE, which was beneficial in questioning the police officers who testified on what signs of impairment the defendant was exhibiting and the importance of standardized field test results. The defendant was charged and convicted of two counts of Second Degree Murder, two counts of OWI causing death, and two counts of Driving While License Suspended causing death, as well as Habitual Offender, Second Offense.

This reduces the burden on the offender, who typically has his/her license revoked during the first months in the program. Sobriety courts address alcohol disorders, which can be the underlying behavior of drunk driving, by guiding offenders identified as alcohol- and drug-addicted into treatment. These programs reduce substance use dependence and improve quality of life. Typically, participants are closely supervised by a judge who is supported by a team of addiction treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers. Court programs in the western Upper Peninsula and Tuscola and Huron counties are operational; courts in two of the largest counties in Michigan—Wayne and Kent—are expected to be up and running in early FY2015. The JOL is developing regional sobriety courts in four new regions: Bay County, Saginaw County, as well as in northern and western Michigan.

The JOL also assists the SCAO in reviewing sobriety court applications to determine eligibility, training, and technical assistance needs.

Judicial issues related to the expansion of the DRE program drew heavy attention with respect to expert witness law, and several requests were honored for presentations and research on this topic. The JOL also presided over a mock trial during continuing education for DREs.

The JOL presented with Michigan's TSRP at the Michigan Association of District Court Professionals and District Court Judges' Association conferences. The JOL also presented at the national Governors Highway Safety Association meeting in Grand Rapids.

An article was published in the National Center for DWI Courts newsletter on the regional sobriety court program. Articles also were prepared for the Michigan Association of Drug Court Professionals Conference and for the Michigan Judicial Conference.

ADJUDICATION TRAINING

Section 405(d)

BACKGROUND

Traffic cases, particularly impaired driving cases, frequently involve complex issues. Judges and court personnel who supervise offenders must know current laws, technology, screening techniques, and sentencing guidelines. To support this, OHSP has funded training for magistrates and probation officers for more than 15 years through the MJJ, the sole resource for this type of training.

PROJECT GOAL

- Train 1,000 district court judges, magistrates, drug treatment court staff, and probation officers—**Goal achieved**

RESULTS

MJJ trained more than 1,500 judges, magistrates, drug treatment court staff and probation officers at several trainings.

OHSP supported impaired driving and substance abuse trainings at the following conferences:

- Michigan Association of District Court Professionals.
- Michigan Association of District Court Probation Officers.
- Michigan Association of District Court Magistrates.
- Michigan Judicial Conference.
- Magistrate Specialty Conference.

Topics included:

- Predicting Repeat Impaired Driving.
- Screening and Treating the High Risk Impaired Driver.
- Drugged Driving.
- Impaired Driving and the DRE.
- Responding to Prescription Drug Abuse in Sobriety Court.
- OUI/Sobriety Court Forum.
- Drug Indicators.

SOBRIETY COURT ENHANCEMENT

Section 405(d)

BACKGROUND

Sobriety courts guide alcohol-addicted offenders into a treatment program that reduces their substance use dependence and improves their quality of life. In the typical sobriety court program, participants are closely supervised by a judge and supported by a team that operates outside of their traditional adversarial roles. Addiction treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers work together to provide services to sobriety court participants.

Sobriety court participants would otherwise not receive treatment for their alcohol and/or drug addiction, and many would continue to re-offend once their traditional jail sentence was complete. These offenders are saving the state both funding and jail space by staying employed, paying taxes, or earning their General Education Development certificate. Studies have shown that after completing a court treatment program, offenders have a very high chance of becoming productive members of society at a cost significantly less than incarceration.

There are 84 drug treatment courts in Michigan: 32 adult drug courts, 23 sobriety courts, 15 juvenile drug courts, 11 family dependency courts, and three tribal healing-to-wellness courts. Michigan's drug treatment courts operate in 40 counties; however, the tribal drug courts have special jurisdictions.

PROJECT GOALS

- Add three new drug court programs accepting DUI offenders—**Goal achieved**
- Expand the number of DUI offenders accepted by at least two existing drug courts—**Goal achieved**
- Send three courts to the National DUI Court Training workshop—**Goal achieved**
- Assist with the implementation of two new DUI courts added in 2013—**Goal achieved**

RESULTS

OHSP funded sobriety court participation for 500 participants in 12 courts. Funding also was provided for probation officers, overtime, drug testing, and transportation.

The courts that received funding included:

- 2A District Court (*Lenawee County*)
- 4th District Court (*Cass County*)
- 36th District Court (*Detroit*)
- 41B District Court (*Clinton Township*)
- 56B District Court (*Barry County*)
- 61st District Court (*Grand Rapids*)
- 65B District Court (*Gratiot County*)
- 8th Circuit Court (*Ionia and Montcalm counties*)
- 10th Circuit Court (*Saginaw County*)
- 44th Circuit Court (*Livingston County*)
- 48th Circuit Court (*Allegan County*)
- 56th Circuit Court (*Eaton County*)

Seventy-one percent of participants entered on a misdemeanor alcohol charge and 87 percent had prior convictions. The majority of participants—60 percent—identified alcohol as their drug of choice, while 12 percent identified heroin, 9 percent methamphetamine, and 5 percent identified either marijuana or opiates as their drug of choice.

Sixty-five percent of participants successfully completed the program during FY2014. Only six participants were rearrested in 2014 for alcohol violations.

REDUCING UNDERAGE DRINKING

INNOVATIVE TRAINING FOR LAW ENFORCEMENT

Office of Juvenile Justice and Delinquency Prevention

BACKGROUND

As technology changes, so do the methods of finding and breaking up underage drinking events, from underground raves to field parties where word-of-mouth spreads by text messages and online social media invitations. To prevent

and disperse these events, law enforcement officers have begun using social media sites to gather information.

PROJECT GOAL

- Conduct at least one class, training 25-30 officers in each school—**Goal achieved**

RESULTS

One class was held for 28 officers. Most participants indicated it was worthwhile and applicable training.

The Downriver Party Patrol Task Force was able to determine where parties were taking place after school-sponsored sporting and social events. The Detroit Police Department was able to gather intelligence on party stores that were selling to minors and unlicensed liquor venues. The Norton Shores Police Department was able to identify and prevent a potential large-scale party in their county.

ENFORCEMENT OF UNDERAGE DRINKING LAWS

Section 410

BACKGROUND

Underage drinking is associated with a host of problems from academic issues (dropouts and expulsions) to crime (as victim or perpetrator) to alcohol poisoning and suicide.

Some of the most serious unintentional outcomes of underage drinking are traffic deaths and injuries. The number of teen/young adult drinking drivers (ages 16-20) in motor-vehicle crashes decreased by 14.7 percent (from 910 in 2012 to 776 in 2013). Their involvement in fatal crashes decreased by 15.8 percent from 2011 (19 in 2012 and 16 in 2013). Crashes involving drinking tend to be more serious than non-drinking crashes, especially with young drivers.

The Michigan Youth Risk Behavior Survey consistently shows that around 40 percent of teens drink each month. The latest results showed a decrease from 37 in 2009 to 31 percent in 2011.

The Substance Abuse and Mental Health Services Administration reports that young people who begin drinking before age 15 are six times more likely to develop alcohol dependence and are two-and-a-half times more likely to become abusers of alcohol than those who begin drinking at age 21. Since age 21 is the peak for drinking and driving, reducing underage drinking will prevent the habits that lead to drinking and driving among teens and young adults.

Research and experience confirm that strong enforcement helps to reduce underage drinking by limiting access to alcohol, reducing the opportunities for youth to drink, and curbing impaired driving. Consistent, vigorous enforcement reinforces the message that adults and youth must be responsible for their actions and that violating the law is unacceptable.

PROJECT GOAL

- Conduct a minimum of 500 hours of underage drinking enforcement—**Goal achieved**

RESULTS

In June, 10 agencies were awarded underage drinking enforcement grants in nine counties: Genesee, Houghton, Ingham, Mecosta, Muskegon, Ottawa, St. Clair, Washtenaw, and Wayne. Although it was a shortened project period, the agencies performed well. Nearly 2,800 hours of enforcement were conducted. Exactly 900 liquor compliance checks were conducted with 133 violations (85 percent were compliant). Nearly 300 Minor-In-Possession citations were given, with 140 youth arrests and 70 adult arrests.

HIGHLIGHTS

In Muskegon County, the Norton Shores Police Department conducted social media surveillance and was able to identify a large-scale rave party, similar to one that happened in Mecosta County just weeks prior. Efforts to coordinate a response included identifying the location. When the owners were contacted prior to the party, it was canceled. Surveillance continues as rumors indicate the gathering might happen in the future.

Houghton, Ingham, Mecosta, Ottawa, and Washtenaw counties targeted back-to-college parties. Law enforcement reported higher BAC levels than prior years, including one woman who had a .24 BAC at 10 a.m. on a football Saturday morning. A student newspaper also featured a news article on the “return of the Party Patrol” to warn minors of enforcement efforts.

In downriver Detroit, two officers who were policing an injury crash stopped a car with five teenagers as it drove through the scene because of the strong odor of marijuana coming from the vehicle. Party Patrol Task Force officers were called to the scene and found marijuana and other drug paraphernalia in the vehicle; all occupants were cited.

Detroit Police Department officers conducted compliance checks and not only cited liquor licensees for selling to minors, they also confiscated loose cigarettes, as well as weapons and drug paraphernalia at nearly 50 liquor stores.

Michigan has made great progress in recent years in reducing impaired driving fatalities and injuries. However, an updated look at the program is necessary to help determine future direction.

OHSP will partner with NHTSA to select leaders from across the country to serve on an alcohol assessment panel. OHSP will provide leadership and coordination in working with the assessment panel, the assessment facility, scheduling presentations, and developing materials. Following the assessment, OHSP will work with the impaired driving network to develop a strategic plan based on the recommendations.

PROJECT GOAL

- Conduct an impaired driving assessment by bringing in a national team of experts to recommend new strategies—**Goal achieved**

RESULTS

An alcohol assessment panel was convened in May with a team of five assessors assembled by NHTSA and more than 30 state partners coordinated by OHSP. Over four days, presenters shared their expertise in the field of impaired driving enforcement, prevention, treatment, and adjudication.

Six topic areas were examined, including program management, prevention, criminal justice system, communications, screening/assessment/treatment, and program evaluation/data.

A comprehensive report of strengths, challenges, and recommendations was produced by the team and presented to OHSP. The report will assist with future strategic planning and guide the direction of the program.

EVALUATION

ALCOHOL ASSESSMENT

Section 405(d)

BACKGROUND

Evaluating traffic safety programs is a required and critical component to determine if programs are effective.



Police Traffic Services

Police Traffic Services promotes enforcement of traffic laws to reduce traffic crashes, fatalities, and injuries. Projects are focused on four major categories:

1. **Resource Management:** *Providing law enforcement agencies with equipment to implement traffic safety programs and overtime grant funds to increase traffic enforcement.*
2. **Training:** *Providing training opportunities for law enforcement officers and legal professionals to increase their knowledge and skills.*
3. **Recognition:** *Providing encouragement to agencies that make traffic safety a priority.*
4. **Communications:** *Promoting public awareness and education regarding traffic enforcement.*

Projects must ensure strong state participation in national law enforcement mobilizations, as well as sustained enforcement of laws addressing impaired driving, occupant protection, and other dangerous driving behavior.

PROGRAM GOALS

- *Increase observed seat belt use of front seat occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2015.*
- *Decrease fatalities by 17 percent from 936 in 2012 to 781 by December 31, 2015.*
- *Decrease fatalities and incapacitating injuries by 23 percent from 6,612 in 2012 to 5,098 by December 31, 2015.*
- *Decrease the vehicle mileage fatality rate by 13 percent from 1.00 in 2012 to .87 by December 31, 2015.*
- *Decrease fatalities and incapacitating injuries involving alcohol by 32 percent from 1,320 in 2012 to 900 by December 31, 2015.*
- *Decrease fatalities and incapacitating injuries involving drugs by 4 percent from 410 in 2012 to 392 by December 31, 2015.*

TRAFFIC ENFORCEMENT

OVERTIME TRAFFIC ENFORCEMENT

Sections 402

BACKGROUND

Since 1972, the Office of Highway Safety Planning (OHSP) has funded overtime traffic enforcement projects, along with public information and education, as the primary method to encourage motorists to buckle up, drive sober, and obey speed limits. This high-visibility enforcement strategy has contributed to a consistent decline in alcohol-involved traffic deaths and an observed seat belt use of over 90 percent



GRANTEE SPOTLIGHT

OHSP was approached by Michigan State Police (MSP) Metro Post to design and implement a highly visible freeway seat belt enforcement zone strategy. Up to 15 percent of fatal vehicle crashes occur on the freeway; however, for over 10 years, OHSP seat belt enforcement funding has been limited to secondary surface streets. In addition, OHSP-sponsored telephone surveys show a continual decline in the public's perception that increased enforcement is taking place. To increase visibility of the Memorial Day enforcement campaign, additional patrols took place on designated freeways with troopers stopping seat belt violators.

Large, permanent LED signs already located on the freeway were used to promote and identify the zone. While no additional zone signs were used on the freeway itself, signs were placed at the top of the entrance ramp to the freeway at selected locations.

The visibility of seat belt enforcement was enhanced with more than 300 stops made in 175 hours of patrol, resulting in 183 seat belt and child restraint citations issued. In addition, the troopers exceeded the 1.09 stops per billed hour performance measure set for seat belt enforcement by 1.28 stops, with a result of 2.37 stops per billed hour.

for 10 years. In 2009, Michigan had a record-high 97.9 percent seat belt use rate, the highest rate ever achieved by any state at that time.

Despite these gains, nearly half the vehicle occupants who die in traffic crashes in Michigan are unbuckled, and on average about 35 percent of traffic deaths involve alcohol and/or drugs. Increasing belt use and reducing impaired driving remain the two most significant means to reduce traffic deaths.

An emphasis on reducing impaired driving and increasing seat belt use through strict, high-visibility enforcement remains the most promising approach.

Michigan's traffic enforcement strategy was developed based on a five-year review of the combined number of fatal and serious injuries involving alcohol or unrestrained occupants. The data analysis identified counties eligible for grant-funded enforcement, as well as times when these crashes, injuries, and deaths were highest.

SAFETY BELT AND IMPAIRED DRIVING ENFORCEMENT

The overtime enforcement plan includes continued participation during the following enforcement periods:

- March 12-April 7, 2014 – impaired driving.
- May 19-June 1, 2014 – seat belt.
- July 1-July 6, 2014 – impaired driving.
- August 15-September 1, 2014 – impaired driving and seat belt.

In addition to these enforcement periods, additional seat belt and impaired driving enforcement is allowed from June 2-August 9.

PROJECT GOALS

- Conduct 22,000 hours of seat belt enforcement—**Goal not achieved**
- Conduct 58,000 hours of impaired driving enforcement—**Goal not achieved**
- Average .72 equivalent stops per billed hour of OWI patrol in the Upper Peninsula—**Goal achieved**
- Average 1.29 equivalent stops per billed hour of OWI patrol in the Lower Peninsula—**Goal achieved**
- Average 1.09 equivalent stops per billed hour of seat belt patrol—**Goal achieved**



RESULTS

More than 150 state, local, and county law enforcement agencies in up to 40 counties conducted 26,290 hours of overtime impaired driving enforcement and 20,703 hours of overtime of seat belt enforcement.

Enforcement activities resulted in:

- 65,804 Vehicles stopped
- 16,959 Seat belt and child restraint citations
- 1,196 OWI/high BAC arrests
- 458 Drug arrests
- 503 Other alcohol arrests
- 4,331 Uninsured motorist violations
- 2,629 Suspended license violations
- 5,061 Speeding citations
- 1,133 Other misdemeanor arrests
- 355 Other felony arrests

Agencies statewide averaged 1.97 equivalent stops per billed hour of OWI patrol. Less enforcement was worked due to constant low staffing issues as reported by grant agencies in their progress reports.

ENFORCEMENT SUPPORT

MICHIGAN ASSOCIATION OF CHIEFS OF POLICE AWARDS

Section 402

BACKGROUND

Recognition of traffic safety accomplishments encourages law enforcement agencies to continue to make traffic safety a priority. Recognition also bolsters the quantity and quality of enforcement efforts, traffic safety policies, training, and public information and education efforts in the community.

The Award for Excellence in Traffic Safety is a cooperative effort between the Michigan Association of Chiefs of Police (MACP), OHSP, and AAA Michigan. The MACP annually hosts a traffic safety awards program as part of its Mid-Winter Professional Development Conference.

OHSP has supported this recognition program since 2002. It is the only recognition program OHSP funds for law enforcement, and it provides agencies an opportunity to qualify for traffic safety equipment to continue or enhance their local traffic safety projects. While the cost of the program is minimal, the benefits derived from it are significant and take the form of increased traffic enforcement, public education projects, and training for officers.

PROJECT GOAL

- Conduct the Traffic Safety Awards Program and distribute grant awards—**Goal achieved**

RESULTS

The MACP received 22 nominations for its 2013 Awards for Excellence in Traffic Safety.

Nominated programs included efforts to address a variety of traffic safety issues, including teen driving, lack of seat belt use, underage drinking, impaired driving, and distracted drivers.

A panel of three judges reviewed each nomination, and the winning nominations were those that earned a score of 130 points or more out of 150.

The winning agencies included an MSP post, a local police agency, and a sheriff's office. The winning local police agency conducted 308 hours of impaired driving enforcement, resulting in 624 vehicle stops, 14 OWI arrests, six drug arrests, and 12 fugitive warrants. The awarded state police post and county sheriff's office qualified to purchase video microphones, crash reconstruction software, and LIDAR—remote sensing technology used to measure distance by illuminating a target with a laser.

TRAFFIC CRASH TRAINING

Sections 402, 405(b)

BACKGROUND

Traffic crash training for law enforcement officers assists with their understanding of current issues to successfully address traffic safety priorities. The information provided can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic deaths, and injuries.

With traffic safety laws changing and technology becoming more sophisticated, law enforcement traffic officers need to stay current with techniques that enhance their effectiveness, as well as protect their safety.

PROJECT GOAL

- To provide traffic safety training to law enforcement officers to assist them in enforcing traffic laws and protecting the motoring public—**Goal achieved**

RESULTS

Twenty-seven officers attended the Institute of Police Technology and Management's (IPTM) Human Factors course, a five-day training course that examines a variety of human factors to determine why a collision occurred.

Additionally, 22 officers attended the IPTM Occupant Kinematics course, a five-day training course to interpret traffic crash evidence as it relates to occupant seating positions and how to determine seat belt use. Both classes were well received, and officers indicated that the training would benefit their future crash reconstruction efforts.

EDUCATION AND COMMUNICATION

MOBILIZATION PAID ADVERTISING

Sections 405-PM, 405(b)-PM, 405(d)-PM

BACKGROUND

Stepped-up enforcement has the greatest impact when combined with strong publicity to promote widespread awareness. Through paid advertising, OHSP targets messages to key groups effectively and efficiently. This strategy has increased message awareness and positive behavior changes.

PROJECT GOAL

- Conduct two paid media campaigns geared at special traffic enforcement mobilizations—**Goal achieved**

RESULTS

Advertising was planned to support the May seat belt mobilization and August drunk driving crackdown. However, with additional funding, new resources allowed paid advertising for the March and July drunk driving campaigns.

The state's Excuses drunk driving campaign aired in March and August; the Night Patrol ad campaign aired in July; and a new Ref campaign was seen in May for seat belt enforcement.

More detailed information can be found in the separate Paid Advertising section on page 41.

MOBILIZATION MESSAGE DEVELOPMENT

Section 402, 405, 405(b)

BACKGROUND

Well-researched, audience-specific advertising campaigns helped Michigan increase seat belt use and reduce alcohol-involved traffic deaths. These ad campaigns were brief but intense, designed to convince motorists that stepped up enforcement means a greater likelihood of a seat belt ticket or drunk driving arrest for violators.



In Fiscal Year 2013, a new campaign was introduced to support the *Click It or Ticket* enforcement mobilization. While the *Buckle-phobia* campaign generated a great deal of social media buzz, phone surveys indicate that it might not have driven awareness of enforcement enough to see positive changes in seat belt use. Because of a continued decline in the observed seat belt use rate, a new, more enforcement-focused ad campaign was developed.

PROJECT GOALS

- Conduct up to three news events for each two-week special traffic enforcement mobilization—**Goal achieved**
- Develop an enforcement-focused ad campaign for *Click It or Ticket*—**Goal achieved**

RESULTS

Advertising messages were directed at young men, the group least likely to buckle up and most likely to be involved in a traffic crash. Using humor and the target group's interest in sports, a new Ref campaign was developed to support awareness of the May enforcement effort.

In the Ref ad, a referee appears and makes penalty calls for drivers who are unbuckled or improperly buckled, calling false start, illegal formation, and personal foul/unnecessary roughness. The spot concludes with a law enforcement officer handing each driver a ticket. In the spirit of the campaign, four kickoff news events took place at two state college football stadiums.

For the March drunk driving enforcement campaign, events took place at bus terminals in Lansing and Grand Rapids to highlight in-transit bus ads that read: Catch a sober ride.



In July, news events were conducted at Comerica Park in Detroit and at Cooley Law School Stadium in Lansing featuring the state's "drunk driving all-stars," those officers who have been recognized by Mothers Against Drunk Driving Michigan with the organization's annual Lifesavers Award. For the drunk driving crackdown in August, OHSP hosted three events to introduce the fictitious Traffic Safety Brewing Company complete with a new summer traffic safety six-pack. Specially themed table tents were featured at bars and restaurants across the state.

OPERATION C.A.R.E.

Section 402



BACKGROUND

Operation C.A.R.E. (Combined Accident Reduction Efforts) began in 1977 through the efforts of the MSP and Indiana State Police. The Operation C.A.R.E. project was designed to reduce traffic crashes and injuries through public information, education, and strict and consistent interstate enforcement.

Thanksgiving is the second deadliest holiday in Michigan for traffic crashes, with Labor Day being the deadliest.

PROJECT GOAL

- Develop campaign materials—**Goal achieved**

RESULTS

Using federal traffic safety grant funds, the MSP will step-up Operation C.A.R.E. enforcement for the November 2014 Thanksgiving holiday period. This will be the largest Operation C.A.R.E. campaign in MSP history. The project will focus on speeding, aggressive driving, seat belts, texting, and impaired driving. OHSP built on the previously developed *Give thanks. Drive safely.* campaign to create additional public information materials.

UPPER PENINSULA TRAINING CONFERENCE

Section 402

BACKGROUND

Training ensures that law enforcement officers understand current issues to successfully address traffic safety priorities. This information can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce traffic deaths, injuries, and crime.

OHSP previously sponsored a traffic safety training conference for law enforcement in the Upper Peninsula (U.P.) in 2012. Seventy-five officers attended the training in the U.P., and feedback from attendees was very positive.

With traffic safety laws changing and technology becoming more sophisticated, it is important for law enforcement traffic officers to stay current with techniques that enhance their effectiveness, as well as protect their safety.

Fiscal constraints in the U.P. have required many departments to work with a reduced workforce, making it difficult to send an officer to Lansing for training, which requires two full days of travel, plus the days scheduled for training. It is nearly impossible for most U.P. agencies to cover a position for several days, as well as to pay the resulting overtime to backfill the shifts.

Hosting an event in the central U.P. will also allow departments to send more than one officer to training and won't

unnecessarily tie up department resources. When training is popular and in demand, or necessary for grant awards or certification, officers have frequently traveled throughout the U.P. taking the training on-site.

PROJECT GOAL

- Conduct one U.P. law enforcement training conference—**Goal achieved**

RESULTS

The U.P. Road Officer Conference took place in Marquette in August. Agenda topics included a traffic law update, enforcing commercial motor vehicle laws, techniques for effective OWI patrol, and looking beyond the traffic stop. Forty officers attended and had opportunities for hands-on training in searching vehicles for hidden compartments, as well as training in officer safety during traffic stops. Law enforcement officers appreciated that the training was offered in the U.P. because they would not have been able to attend training of this caliber otherwise.

EVALUATION

TELEPHONE SURVEYS

Section 402

BACKGROUND

Ongoing evaluation supports the effectiveness of enforcement mobilizations. Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements, and determine their effectiveness. In addition, federal guidelines require evaluation of media efforts.

PROJECT GOALS

- Determine public perception of seat belt and impaired driving enforcement efforts and awareness of advertising messages for campaigns by conducting at least one telephone survey—**Goal achieved**
- Determine motorcycle riders' awareness of the *Ride Safe to Ride Again* campaign and use of high-visibility riding gear by conducting at least one telephone survey—**Goal achieved**
- Determine driver attitudes about traffic safety in order to determine new campaign strategies by conducting an omnibus survey—**Goal achieved**

RESULTS

Surveys evaluated the pre- and post-advertising effects of May's *Click It or Ticket* mobilization, and of March, July, and August's *Drive Sober or Get Pulled Over* crackdowns. Two additional surveys evaluated the impact of the *Ride Safe to Ride Again* motorcycle safety campaign. In addition, a 600-person omnibus driver attitude and beliefs survey was

conducted in January, collecting information on a variety of traffic safety issues.

The pre- and post-surveys for seat belt and drunk driving campaigns included a 400-person sample of Michigan drivers and a 150-person oversample of drivers under age 30. Because messaging for these two campaigns is targeted at men aged 18-34 for seat belt use and men aged 21-34 for drunk driving, the sample determines if the target group is aware of the message.

Men aged 35-64 are the focus of the *Ride Safe to Ride Again* campaign, and a 400-person sample of male riders between those ages was conducted both before and after the campaign.

OHSP has not conducted an omnibus survey since 2005. The 40-question survey included questions about driving habits, traffic laws, drinking and driving, cell phone use and texting while driving. A news release about the survey was issued to media in March. A copy of the survey is included in the Appendix.

Survey results for awareness of the seat belt, drunk driving, and motorcycle safety advertising are included in the Paid Advertising section.

GRANT PERFORMANCE AND DATA ANALYSIS SUPPORT

Section 402

BACKGROUND

OHSP manages federal funds provided by the National Highway Traffic Safety Administration (NHTSA) to implement behavioral-based traffic safety programs. One of the requirements for the programs is to include periodic traffic enforcement campaigns to reduce motor vehicle-related fatalities and injuries. Law enforcement agencies that receive funding are required to submit a standardized enforcement activity report to OHSP within five days of the conclusion of an enforcement period. However, Michigan did not have clear performance standards for evaluating enforcement activities. In 2012, OHSP commissioned a study by Western Michigan University to develop grant-funded traffic enforcement performance standards for Michigan.

To fulfill the main objective of ensuring that grant-funded enforcement is cost-effective, it is necessary to incorporate crash data analysis to recommend not only counties, but also specific law enforcement agencies to be funded.

PROJECT GOALS

- Collect and analyze enforcement reports quarterly for performance—**Goal achieved**
- Review 2008-2012 crash files and provide an in-depth county analysis for performance and crashes—**Goal achieved**
- Recommend locations, strategies, and periods for funding in FY2015 based on the county analysis—**Goal achieved**

RESULTS

Enforcement activity was provided to the research team after the conclusion of each enforcement period; ranking results were provided back to OHSP shortly thereafter. More than 150 agencies participated in the enforcement and nearly 90 percent of the agencies met the respective minimum performance standards.

The research team collected and summarized five-year crash data at the state, county, and agency level. Annual, monthly, and weekly analyses were conducted. Agencies and priority periods for enforcement were identified, and OHSP will review the proposed locations and enforcement periods for implementation in FY2016.

TICKETING AGGRESSIVE CARS AND TRUCKS

TICKETING AGGRESSIVE CARS AND TRUCKS

Federal Motor Carrier Safety Administration (FMCSA) and State Truck Safety Fund

BACKGROUND

Ticketing Aggressive Cars and Trucks (TACT) combines high visibility messaging coupled with targeted enforcement in selected high-risk areas. The goal is to reduce fatalities and injuries resulting from unsafe driving behaviors of car and truck drivers, such as tailgating and speeding.

Most crashes involving commercial vehicles are related to hazardous behaviors on the part of passenger vehicle drivers. During 2008-2012 when truck-involved crashes occurred, passenger vehicle drivers were noted as driving too fast around commercial vehicles, failing to yield, and driving left of the centerline. When passenger vehicles were not at fault in fatal crashes, commercial vehicle drivers were noted as driving negligently or carelessly around passenger vehicles, or disregarding traffic signals.



PROJECT GOALS

- Increase knowledge among the driving population about the dangers and consequences of unsafe driving behaviors around large trucks by a statistically significant amount between the baseline and the program's completion—**Goal not achieved**

- Increase safe driving behaviors around large trucks between baseline and the program's completion by a statistically significant amount based on self-report via surveys of the public—**Goal not achieved**
- Increase safe driving behaviors around large trucks between baseline and the program's completion by a statistically significant amount based on actual observation of behavior—**Goal not achieved**
- Decrease by a statistically significant amount the number of truck crashes involving a light vehicle in the TACT program area between baseline and the program's completion—**Goal not achieved**

RESULTS

The analysis and evaluation report completed by The University of Michigan Transportation Research Institute (UMTRI) showed that the TACT program did not result in a statistically significant amount of improvement in driver behavior or decrease the amount of truck-involved crashes. The main reason cited was the timing of the TACT enforcement during the late fall and early winter months. The winter of 2013 set snowfall records dating back 100 years and was noted by scientists as one of Michigan's worst winters in recorded history. Despite these results, UMTRI recommended that the TACT enforcement project should be repeated during the summer months to achieve the desired results.

TACT MESSAGE DEVELOPMENT AND PAID ADVERTISING

FMCSA

BACKGROUND

Part of the TACT program included public information and education efforts. During FY2013, OHSP developed a campaign titled *Leave More Space for Trucks*. The campaign included a 60-second radio commercial and billboard. The messages encouraged drivers to leave more space for trucks by allowing one car length for every 10 miles of speed and not tailgating.

PROJECT GOAL

- Create messages designed to increase knowledge among the driving population about the dangers and consequences of unsafe driving behaviors around large trucks—**Goal achieved**

RESULTS

In October, the TACT program kicked off with a press conference featuring speakers from the Kent County Sheriff's Office, OHSP, MSP Commercial Vehicle Enforcement Division, and Michigan Trucking Association Western Safety Council. Three media outlets and nearly 40 trucking industry representatives attended. Media also had the opportunity to

ride with a truck driver. The event and news release resulted in more than 20 media stories in the Grand Rapids market.

Also during October, the TACT campaign was featured on 16 billboards in Kent and Ottawa counties. A radio advertisement ran more than 350 times during a three-week period. Officers from participating law enforcement agencies received an information card to give drivers during contacts.

In November, members of the MSP, Kent County Sheriff's Office, and OHSP joined Wal-Mart Stores, Inc., and Modular Transportation for a TACT program community safety event at the Wal-Mart Supercenter in Comstock Park. Visitors had the opportunity to sit in the driver's seat of a large truck and speak with law enforcement and trucking industry representatives to learn about safe driving around trucks. Three media stations attended and interviewed participants and law enforcement representatives. In addition, MSP posted information about the event on their Facebook page. The posts had a reach of more than 16,000 and generated more than 200 likes.

During December, OHSP worked with the Michigan Department of Transportation to post the TACT program message on four freeway message boards around the Grand Rapids area. The freeway message boards are used to alert drivers of traffic updates, road closures, and drive times. OHSP distributed a news release about the joint effort and final wave of enforcement.



Pedestrian and Bicyclist Safety

Pedestrian- and/or bicyclist-involved crashes represented more than 20,000 crashes from 2009-2013. Seventeen percent of the crashes involved fatalities and serious injuries. These vulnerable roadway users have almost no protection in the event of a crash, while sharing the roadway with multi-ton vehicles.

PROGRAM GOALS

- Decrease fatalities and incapacitating injuries involving pedestrians by 7 percent from 482 in 2012 to 446 by December 31, 2015.
- Decrease fatalities and incapacitating injuries involving bicyclists by 13 percent from 191 in 2012 to 167 by December 31, 2015.

EDUCATION AND COMMUNICATION

PEDESTRIAN AND BICYCLE AWARENESS: LAW ENFORCEMENT ACTION KIT

Section 402

BACKGROUND

Pedestrians and bicyclists accounted for nearly 20 percent of the state's traffic fatalities in 2013, with 149 pedestrians and 29 bicyclists dying in traffic crashes. Comprehensive strategies must be developed to implement programs using countermeasures that are proven to reduce pedestrian and bicycle crashes. To that end, communication and partnerships with private organizations, state agencies, and other traffic safety groups must occur if any progress is to be made. The Office of Highway Safety Planning (OHSP) is actively engaged with a variety of partners, action teams, and agencies to support and encourage the implementation of countermeasures that work.

PROJECT GOALS

- Provide law enforcement agencies with the current laws, rules, and regulations that apply to pedestrians and bicyclists by providing them with Law Enforcement Action Kits (L.E.A.K.s)—**Goal not achieved**
- Work with traffic safety partners to support programs that reduce pedestrian and bicyclist fatalities and incapacitating injuries—**Goal achieved**

RESULTS

OHSP continued to be an active partner on the Governor's Traffic Safety Advisory Commission Ped/Bike Action Team. In addition, the 2014 Michigan Traffic Safety Summit that included sessions on pedestrian and bicyclist safety.

OHSP coordinated the development of a L.E.A.K. to send to law enforcement agencies in FY2014. OHSP collaborated with the Michigan State Police, League of Michigan Bicyclists, and other safety partners to develop the L.E.A.K., which will provide law enforcement agencies with a list of current laws that apply to bicyclists. The laws tip card was completed at the end of the fiscal year. OHSP will also provide law enforcement agencies with a National Highway Traffic Safety Administration roll call video. Providing law enforcement with these bicycle-specific laws and the awareness video will assist officers in educating citizens about safety and best practices to help prevent injuries and fatalities to these vulnerable roadway users. The kit will be sent to law enforcement agencies in the spring of 2015.

SPEED
LIMIT
30

NO
PARKING
AT ANY
TIME
TOW AWAY ZONE



Traffic Records

It is essential for law enforcement to submit complete, timely, and accurate data on all traffic crashes to support the achievement of Michigan's traffic safety goals. The data is used by traffic safety partners to identify problems, plan countermeasures, and evaluate the success of those countermeasures.

PROGRAM GOAL

- Decrease fatalities by 17 percent from 936 in 2012 to 781 by December 31, 2015.
- Decrease fatalities and incapacitating injuries by 23 percent from 6,612 in 2012 to 5,098 by December 31, 2015.
- Decrease the vehicle mileage fatality rate by 13 percent from 1.00 in 2012 to .87 by December 31, 2015.

ENFORCEMENT SUPPORT

TRAFFIC CRASH REPORTING SYSTEM MODERNIZATION AND MICHIGAN TRAFFIC CRASH REPORT REVISION

Section 408, 405(c), and 402

BACKGROUND

The Traffic Crash Reporting System (TCRS) technology is being upgraded. This upgrade will allow the TCRS to continue to efficiently process traffic crash reports submitted by law enforcement agencies statewide.

The Traffic Crash Report (UD-10) is significantly out of date in conforming to the national Model Minimum Uniform Crash Criteria (MMUCC) standards. By complying with MMUCC standards, Michigan will be able to provide uniform and comparable crash data within the state, between other states, and nationally.

The Michigan State Police (MSP) Criminal Justice Information Center's (CJIC) is also working to improve crash reporting through training and enhancements to the paper crash report process and the traffic crash mapping/locating system.

PROJECT GOALS

- Increase the number of data elements (describe the crash, vehicle, person and roadway variables) on the UD-10 traffic crash form to a MMUCC compliance standard minimum of 75 percent—**Goal achieved**
- Increase the number of attributes (coding used to specify the data elements of the crash, such as belts used) on the UD-10 traffic crash form to a MMUCC compliance standard minimum of 66 percent—**Goal achieved**
- Enhance the accessibility, timeliness, and use of traffic crash reports and other planning data and information

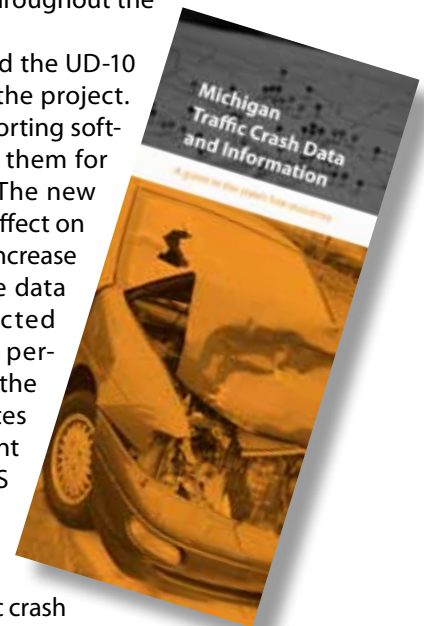
through improvements to the crash reporting system—**Multiyear goal in progress**

RESULTS

The Office of Highway Safety Planning (OHSP) continued funding the Department of Technology, Management, and Budget (DTMB) to implement the TCRS modernization. Contractors completed the functional and system design stages. The construction stage has begun with anticipated completion in September 2015. User testing will continue for each module throughout the construction stage.

CJIC continued to lead the UD-10 revision component of the project. Meetings with crash reporting software vendors prepared them for the modernized TCRS. The new UD-10 form will go into effect on January 1, 2016, and will increase the MMUCC compliance data elements being collected from 69 percent to 82 percent, as well as increase the number of data attributes collected from 54 percent to 67 percent. The TCRS modernization, as well as the revisions being made to the UD-10, will improve Michigan's traffic crash reporting through enhanced crash data timeliness, accessibility, and completeness.

CJIC's crash reporting trainer provided information to law enforcement agencies and disseminated crash data brochures for law enforcement officers. The crash reporting trainer conducted 24 training sessions for 640 attendees



and made presentations at the 2014 Michigan Traffic Safety Summit and at the Crash Data Users Group meeting. A special training session was held on Crash Data Collection for Commercial Motor Vehicles.

The paper processing improvement project was delayed in Fiscal Year 2014 due to the lengthy bid process. The vendor's contract will be finalized in early 2015 to initiate a vendor meeting and begin project implementation.

Meetings are underway with vendors and other participating agencies regarding the Crash Locating Improvement Project and the need for building a mapping interface. Discussion is underway to pilot this program with a single law enforcement agency in FY2015 prior to an anticipated statewide expansion in FY2016.

TRAFFIC RECORDS DATA LINKAGE

Section 405(c)

BACKGROUND

For more than a decade, Michigan has made great strides in creating a variety of traffic records databases and systems to enhance overall traffic safety, including crash, judicial, emergency medical services, roadway, driver, and vehicle records.

However, these systems and their records are not linked for efficient data analysis. For example, it is not possible to look at all alcohol-related crashes in relation to a motorist's driving record or judicial history. This information would be beneficial in researching and understanding issues such as repeat drunk driving offenders, and would potentially allow for the development of more effective programs to address these issues.

PROJECT GOAL

- Plan and implement a pilot traffic crash data linkage system—**Goal not achieved**

RESULTS

The Data Linkage Workgroup, consisting of representatives from state agencies, is working with DTMB to utilize a contract vendor to serve as the data linkage project manager. This contractor will work to implement data linkage among traffic records systems. The Information Technology business case document and project charter are being finalized. The workgroup will use FY2015 to continue working with executives of the participating agencies and begin a pilot data linkage project.

DATA-DRIVEN APPROACHES TO CRIME AND TRAFFIC SAFETY

Section 402

BACKGROUND

Data-Driven Approaches to Crime and Traffic Safety (DDACTS) is a law enforcement model that integrates location-based crime and traffic crash data to deploy resources

effectively and efficiently. DDACTS uses geo-mapping to identify high crime and crash areas and times. It emphasizes high-visibility traffic enforcement at these locations to reduce crime, crashes, and traffic violations. A National Highway Traffic Safety Administration (NHTSA) DDACTS pilot project showed the effectiveness of DDACTS in Baltimore, Md., Nashville, Tenn., and Lafourche Parish, La.



DDACTS provides law enforcement the ability to address crime, crashes, and traffic violations in a more efficient manner with existing staff resources. Michigan hosted five DDACTS implementation workshops in FY2012 and FY2013 for approximately 30 law enforcement agencies.

PROJECT GOAL

- Increase DDACTS-based enforcement patrols by providing at least one DDACTS implementation workshop—**Goal achieved**

RESULTS

OHSP continued promoting DDACTS to law enforcement agencies by conducting an implementation workshop that included five MSP posts/divisions and four local police departments, including a Canadian police department.

OHSP has shared information regarding a new NHTSA-sponsored DDACTS training with the data analysts from Michigan law enforcement agencies who previously attended a Michigan implementation workshop. Seven analysts participated in the training class. Feedback showed that the analysts believed that the training was beneficial to their DDACTS efforts by providing practical examples and tools to assist in analyzing their agency's crime and crash data.

An evaluation of the DDACTS program will take place in the upcoming fiscal year to determine the need for future DDACTS workshops and the possibility of developing a Michigan-based DDACTS instructor team.

EDUCATION AND COMMUNICATION

MICHIGAN TRAFFIC CRASH FACTS

Section 402

BACKGROUND

Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. The Michigan Traffic Crash Facts (MTCF) website is updated annually by the University of Michigan Transportation Research Institute (UMTRI) to provide comprehensive traffic crash data and reports. Since its launch in 2004, many enhancements have been made, including the addition of a data query tool, crash mapping, table creation, additional geographic views, and UD-10 report retrieval. The website has been honored as the Best Traffic Records Web Page at the 2005, 2007, 2010, and 2012 Traffic Records Forums.

PROJECT GOALS

- Produce 2013 traffic crash data on the MTCF website, including reports, profiles, and new data query capabilities—**Goal achieved**
- Provide technical assistance on crash data queries, research, and trends—**Goal achieved**

RESULTS

UMTRI provided 2013 crash data analysis in the form of fact sheets, geographic profiles, and the data query tool. UMTRI launched two new data query tool enhancements—a geographic filter enhancement with links to relevant PDF files, and the crash calendar, a new option for displaying query results.

The MTCF website had over 11,000 unique visitors resulting in over 200,000 queries on the data query tool. The UMTRI staff promoted the MTCF website at the 2013 Traffic Records Forum and the 2014 Michigan Traffic Safety Summit.

UMTRI continued to provide two statisticians in OHSP's office one day a week to provide in-depth crash data analysis for approximately 70 data requests.

October 2009) to fully understand the current information, the changes/updates that may be necessary, and to have the best chance to continue to qualify for federal funding.

2. A current traffic records assessment provides Michigan the opportunity to better understand how traffic records are integral to other safety organizations. This understanding allows for opportunities to partner with these traffic safety organizations and ultimately increases the chances of saving lives and reducing injuries on roadways.

PROJECT GOAL

- Obtain recommendations to improve Michigan's traffic records program by completing a traffic records assessment—**Goal not achieved**

RESULTS

NHTSA has scheduled Michigan's Traffic Records Program Assessment to be conducted from October 2014 through January 2015. NHTSA has reformatted this assessment to allow various traffic safety partners to provide responses to an online questionnaire. NHTSA will have a group of assessors from across the country review and rate the responses provided by the respondents.

While the assessment will not be conducted until FY2015, work was underway in FY2014. This included a NHTSA presentation to provide an overview of the new assessment process to the traffic records network, to assign assessment questions to the various agencies, and to train the questionnaire respondents on using the online State Traffic Records Assessment Program system.

TRAFFIC RECORDS ASSESSMENT

Section 405(c)

BACKGROUND

Accurate, timely, and accessible crash data is a critical component in helping to make roadways safer for all residents and modes of transportation. There are two reasons to conduct a traffic records assessment:

1. The federal MAP-21 reauthorization bill requires states to conduct an assessment every five years. Michigan needs a current traffic records assessment (Michigan's last traffic records assessment was conducted in

Community Traffic Safety

OHSP programs engage both statewide and community partners. Local coalitions advance safety at the community level with a precision that statewide efforts cannot match, while larger campaigns provide additional tools that localities can employ to address specific issues. This combination of top-level technical expertise and support along with local experience is part of what makes Michigan's traffic safety efforts so effective.

PROGRAM GOALS

- Decrease fatalities by 17 percent from 936 in 2012 to 781 by December 31, 2015.
- Decrease fatalities and incapacitating injuries by 23 percent from 6,612 in 2012 to 5,098 by December 31, 2015.
- Decrease the vehicle mileage fatality rate by 13 percent from 1.00 in 2012 to .87 by December 31, 2015.
- Increase observed seat belt use of front seat occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2015.

EDUCATION AND COMMUNICATION

IN-HOUSE PUBLIC INFORMATION AND EDUCATION

Section 402

BACKGROUND

To promote seat belt use, sober driving, child passenger safety (CPS), motorcycle safety, and other traffic safety issues, the Office of Highway Safety Planning (OHSP) Communications Section carries out public information and earned media activities. This includes publishing a traffic safety newsletter, developing brochures, flyers, posters, and other materials, supporting conferences, and hosting media events.



PROJECT GOALS

- Publish six e-newsletters—**Goal achieved**
- Issue 12 traffic safety news releases—**Goal achieved**

- Conduct seven traffic safety media events—**Goal achieved**
- Edit, design, and publish OHSP's Annual Evaluation Report—**Goal achieved**
- Ensure six pre- and post-advertising telephone surveys are completed—**Goal achieved**

RESULTS

Over the year, the OHSP completed:

- OHSP's Annual Evaluation Report.
- 57 traffic safety news releases.
- Six issues of OHSP's newsletter, Safety Network.
- 13 media events promoting *Click It or Ticket*, *Drive Sober or Get Pulled Over*, and *Ticketing Aggressive Cars and Trucks* campaigns.
- 10 pre- and post-advertising telephone surveys about the *Ride Safe to Ride Again*, *Click It or Ticket*, and *Drive Sober or Get Pulled Over* campaigns.

In addition, earned media efforts to support traffic enforcement mobilizations were tracked through a media monitoring service. Results are provided in the Enforcement Mobilization section on page 65.

MATERIALS STORAGE AND DISTRIBUTION

Section 402

BACKGROUND

For more than 20 years, OHSP has provided free traffic safety materials to traffic safety partners, advocates, and stakeholders. More than 25 publications are offered on drunk

driving, seat belts, pedestrian and bicyclist safety, and car seats. Nearly 1 million print pieces are shipped each year, the most popular being car seat information. Most information is available in English, Arabic, and Spanish. OHSP also provides costumes for loan to assist schools, law enforcement agencies, and other organizations in promoting seat belt use.



PROJECT GOAL

- Provide free traffic safety materials to law enforcement, schools, medical organizations, and the general public—**Goal achieved**

RESULTS

OHSP proactively distributes traffic safety materials statewide. When new flyers, brochures, or other traffic safety-related items are published, a targeted mailing is conducted to pertinent audiences.

Eighteen special mailings of nearly 1.2 million items were shipped to more than 10,000 locations. These mailings included:

- Two mailings of seat belt and drunk driving mobilization kits to 625 law enforcement agencies.
- *Click It or Ticket* campaign materials, including coffee cup sleeves and seat belt static clings, sent to more than 4,600 convenience stores.
- New brochures promoting OWI training sent to 582 law enforcement agencies.
- Banners promoting the *Click It or Ticket* campaign sent to 749 high schools.

Safety partners and the public requested 541,679 items, a decrease from the previous year when more than 704,650 items were shipped to 6,000 sites. The most popular items ordered were materials related to CPS, bike safety, drunk driving, and texting.

In addition, crash test dummy costumes were borrowed 20 times, and Click It the Cricket costumes were borrowed 23 times.

COMMUNICATIONS STRATEGIC COUNSEL

Section 402

BACKGROUND

While planning takes into account the vast majority of communications activities for a fiscal year, unanticipated issues, challenges, opportunities, and needs arise. Additional creative expertise from OHSP's creative services agency provides the ability to review and respond to these situations in a timely manner.

PROJECT GOAL

- Provide expertise related to new situations, opportunities, and challenges—**Goal achieved**

RESULTS

Link Advertising, an outdoor and billboard advertising company in Saginaw, offered to post traffic safety message on an open board at no charge. With the agency's assistance, OHSP was able to provide a child safety seat message for this space.

In addition, the agency assisted with needs related to hosting the annual Governors Highway Safety Association (GHSA) meeting in Grand Rapids. Other projects included the design for a special Upper Peninsula (U.P.) traffic officers conference program, as well as copy editing for a new brochure to support a car seat program unique to the U.P.

NEW LEGISLATION PUBLICITY

Section 402

BACKGROUND

OHSP educates the public and key stakeholders about significant changes in laws relating to traffic safety by using a variety of activities including earned media, public information campaigns, and printed materials.

PROJECT GOAL

- Update the public about new traffic safety laws as needed—***Not applicable***

RESULTS

There was no traffic safety-related legislation that required publicity support from OHSP.

UPPER PENINSULA WINTER DRIVING

Section 402-PM

BACKGROUND

Winter driving in the U.P. can be hazardous given this region's long winter season. The majority of winter driving crashes can be attributed to drivers going too fast for roadway conditions. When driving too fast for road conditions, drivers can lose control and their vehicles can leave the roadway.

To help address this issue, a traffic safety campaign, *Drive Slow on Ice and Snow*, was developed in Fiscal Year 2012, encouraging drivers to slow down in snowy and icy road conditions to reduce weather-related traffic crashes, injuries, and deaths. The campaign included television and radio ads, as well as flyers listing myths and facts about winter driving.

PROJECT GOAL

- Purchase two 15-second television media spots and one 30-second radio spot in the U.P. media market to address winter driving hazards—**Goal achieved**

RESULTS

Three flights of safety messages aired in the U.P. reminding motorists to drive slowly during inclement weather. Ad flights took place in October, November, December, and January. Allied traffic safety partners such as the Michigan Department of Transportation, emergency medical service providers, and U.P. law enforcement distributed over 200,000 flyers with a winter driving message to community members and motorists with the assistance and cooperation of local fast food restaurants and banks.

GOVERNORS HIGHWAY SAFETY ASSOCIATION ANNUAL MEETING SUPPORT

Section 402

BACKGROUND

The GHSA is a nonprofit association representing the highway safety offices of states, territories, the District of Columbia, and Puerto Rico. A variety of high-level traffic safety professionals attend GHSA's annual meeting, including state highway safety office directors, their staff, and grantees; federal highway safety professionals; public health officials; law enforcement professionals; and private sector highway safety partners.

The meeting is held in a different location each year. Since 2014's event was held in Grand Rapids, OHSP was the host for this annual meeting.

PROJECT GOAL

- Provide support for the GHSA annual meeting—**Goal achieved**



OHSP also provided support for printing and mailing conference materials, as well as some costs associated with general session speakers. In addition, OHSP employees served as the on-site conference staff and hosts for the event, working registration and the exhibit area, assisting in workshops, meals, and evening events.



With the national meeting held in Michigan, OHSP sponsored attendance for dozens of traffic safety leaders and partners from a number of state organizations, which allowed them the opportunity to learn about new and emerging issues from national speakers.

Paid Advertising

BACKGROUND

Earned media remains the bedrock of enforcement publicity efforts. News stories are credible with the public and are an effective means of reaching a wide population base. Unlike advertising, earned media often carries more weight and credibility in the minds of consumers because it is delivered through the recognized filter of a credible third-party organization or person. However, it is challenging to reach certain crucial groups solely through a news-only strategy.

The Office of Highway Safety Planning (OHSP) follows the traffic enforcement mobilization model established by the National Highway Traffic Safety Administration. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement.

This timing gives motorists a warning period before enforcement begins.

Paid advertising guarantees that messages will be played on stations and programs that appeal to the target group. Advertising is placed based on its maximum efficiency and effectiveness.

Young men remain the focus of messaging efforts for both seat belt and drunk driving enforcement. Men ages 35–64 are the focus of motorcycle safety messaging. Advertising mediums included radio, television, and cable programs, as well as billboards, websites popular with young men, and movie theaters.

RESULTS

MAY 2014 SEAT BELT *CLICK IT OR TICKET* (Section 405(b)PM, 405PM)

Survey results indicate that extremely high awareness continues for the *Click It or Ticket* campaign and brand, both statewide and among the audience for the campaign, young men. The responses regarding awareness of special efforts to ticket drivers for seat belt violations increased among

the general population since 2013. More than 40 percent of the general population and young men believed that local police were writing more tickets for seat belt violations following the mobilization, an increase from 2013.

Police in my community are writing more seat belt tickets now than they were a few months ago.

(Strongly agree/somewhat agree)

| | 2012 | | 2013 | | 2014 | |
|--------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| General population | 24.8% | 37.3% | 25.8% | 30.5% | 26.5% | 40.5% |
| Young men | 30% | 46.7% | 26% | 38.7% | 36.7% | 42% |

Assume for a moment that you do not use your seat belt AT ALL while driving over the next six months. What are the chances you will receive a ticket for NOT wearing your seat belt?

(Very likely/somewhat likely)

| | 2012 | | 2013 | | 2014 | |
|--------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| General population | 67.4% | 67.6% | 62.8% | 61.7% | 63.4% | 65% |
| Young men | 56.4% | 63.5% | 63.2% | 57.7% | 59% | 60.3% |

In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

(Strongly agree/somewhat agree)

| | 2012 | | 2013 | | 2014 | |
|--------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| General population | 9.3% | 34.3% | 10.8% | 32.3% | 11.3% | 42.5% |
| Young men | 18% | 42.7% | 6.7% | 39.3% | 14% | 39.3% |

A safety belt enforcement zone is a stretch of roadway marked by signs in which several police cars work as a team to ticket unbelted drivers. In the past 30 days, have you seen a safety belt enforcement zone?

(Yes)

| | 2012 | | 2013 | | 2014 | |
|--------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| General population | 11.3% | 23.3% | 10.3% | 24.5% | 13.5% | 26.6% |
| Young men | 16% | 26% | 14.7% | 34% | 16.7% | 22.7% |

Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same?

(More than usual)

| | 2012 | | 2013 | | 2014 | |
|--------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| General population | 12.9% | 40% | 12.7 % | 33% | 8.3% | 38.7% |
| Young men | 13.7% | 41.1% | 6.7% | 36.8% | 7.6% | 34.4% |

Do you recall hearing or seeing the following slogans in the past 30 days?

(Click It or Ticket)

| | 2012 | | 2013 | | 2014 | |
|--------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| General population | 74% | 88% | 72% | 85.5% | 78.5% | 86% |
| Young men | 82.7% | 94% | 74.7% | 89.3% | 84% | 90.7% |

MARCH 2014 DRUNK DRIVING **DRIVE SOBER OR GET PULLED OVER** (Section 405(d)PM)

Police in my community are arresting more people for drunk driving now than they were a few months ago.

(Strongly agree/somewhat agree)

| | | | | | 2014 | |
|--------------------|--|--|--|--|------------|-------------|
| | | | | | PRE-SURVEY | POST SURVEY |
| General population | | | | | 33.3% | 29.8% |
| Young men | | | | | 36.6% | 52.7% |

In the past 30 days, have you seen or heard of any special effort by police to arrest drivers in your community for drunk driving?

(Yes)

| | | | | | 2014 | |
|--------------------|--|--|--|--|------------|-------------|
| | | | | | PRE-SURVEY | POST SURVEY |
| General population | | | | | 16.3% | 15% |
| Young men | | | | | 20.7% | 27.3% |

Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same?

(More than usual)

| | | | | | 2014 | |
|--------------------|--|--|--|--|------------|-------------|
| | | | | | PRE-SURVEY | POST SURVEY |
| General population | | | | | 10% | 16.4% |
| Young men | | | | | 13.9% | 18.5% |

JULY 2014 DRUNK DRIVING *DRIVE SOBER OR GET PULLED OVER* (Section 405(d)PM)

Police in my community are arresting more people for drunk driving now than they were a few months ago.

(Strongly agree/somewhat agree)

| | 2011 | | | | 2014 | |
|--------------------|------------|-------------|--|--|------------|-------------|
| | PRE-SURVEY | POST SURVEY | | | PRE-SURVEY | POST SURVEY |
| General population | 32.8% | 37.1% | | | 36.3% | 38.3% |
| Young men | 36.7% | 47.3% | | | 37.3% | 41.3% |

In the past 30 days, have you seen or heard of any special effort by police to arrest drivers in your community for drunk driving?

(Yes)

| | 2011 | | | | 2014 | |
|--------------------|------------|-------------|--|--|------------|-------------|
| | PRE-SURVEY | POST SURVEY | | | PRE-SURVEY | POST SURVEY |
| General population | 15.8% | 30% | | | 20.3% | 27.8% |
| Young men | 17.3% | 45.3% | | | 26.7% | 40% |

Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same?

(More than usual)

| | 2011 | | | | 2014 | |
|--------------------|------------|-------------|--|--|------------|-------------|
| | PRE-SURVEY | POST SURVEY | | | PRE-SURVEY | POST SURVEY |
| General population | 25.9% | 27.1% | | | 19.9% | 24.8% |
| Young men | 17.2% | 24.4% | | | 19.4% | 28.6% |

AUGUST 2014 DRUNK DRIVING *DRIVE SOBER OR GET PULLED OVER* (Section 405(d)PM)

Through the combined efforts of national advertising and a new ad campaign in Michigan in 2012, there is already high awareness for *Drive Sober or Get Pulled Over* within a relatively short time. More than 80 percent of young men have

heard the campaign slogan. However, only about 30 percent of young men had heard about special efforts to arrest drunk drivers following the drunk driving crackdown, the lowest number in the last three years.

Police in my community are arresting more people for drunk driving now than they were a few months ago.

(Strongly agree/somewhat agree)

| | 2012 | | 2013 | | 2014 | |
|--------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| General population | 40.3% | 38.8% | 34.3% | 35% | 36.8% | 39.5% |
| Young men | 48.7% | 48.7% | 42.7% | 46.7% | 42% | 37.3% |

Have you heard of any special enforcement in the past 30 days related to police efforts to arrest drunk drivers?

(Yes)

| | 2012 | | 2013 | | 2014 | |
|--------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| General population | 27.3% | 32.3% | 18.5% | 32.8% | 26.3% | 31.3% |
| Young men | 30.0% | 40.7% | 25.3% | 42.7% | 34% | 31.3% |

Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same?

(More than usual)

| | 2012 | | 2013 | | 2014 | |
|--------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| General population | 15.9% | 32.9% | 14.9% | 35.4% | 21.5% | 34.6% |
| Young men | 20.3% | 38.1% | 7.8% | 39.1% | 20.7% | 46.9% |

Do you recall hearing or seeing the following slogans in the past 30 days?

(Drive Sober or Get Pulled Over)

| | 2012 | | 2013 | | 2014 | |
|--------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| General population | 14.3% | 46.3% | 31% | 58.3% | 55.5% | 63.5% |
| Young men | 22% | 54% | 44% | 68% | 68.7% | 82% |

APRIL MOTORCYCLE CAMPAIGN *RIDE SAFE TO RIDE AGAIN* (Section 405(b)PM)

While this campaign has more than 40 percent awareness among riders, this percentage decreased almost 7 percent from 2013. This decrease in awareness may be due to a billboard-only ad placement in 2014 compared to TV, radio, and Internet in 2013.

In the past 30 days, have you seen or heard any message encouraging safe motorcycling?

(Strongly agree/somewhat agree)

| | 2012 | | 2013 | | 2014 | |
|-------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| Motorcycle riders | 31.5% | 46.3% | 33% | 50% | 23.5% | 39.3% |

Do you recall hearing or seeing the following slogan in the past 30 days?

(Ride Safe to Ride Again)

| | 2012 | | 2013 | | 2014 | |
|-------------------|------------|-------------|------------|-------------|------------|-------------|
| | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY | PRE-SURVEY | POST SURVEY |
| Motorcycle riders | 28% | 47.8% | 31% | 50.3% | 28.8% | 43.5% |

MARCH 2014 DRUNK DRIVING SUMMARY

MARCH 2014 DRUNK DRIVING

Broadcast TV Target: Men 21-34 Flight Dates: March 10-30

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (NET) (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE :05 , :10 SPONSORSHIPS & BANNER ADS | TOTAL \$\$ |
|------------------------------|-------|-----------|------------|------------------------------------|--------------------------|---|------------------|
| Detroit | 63.3% | 3.8x | 238.8 | 91 | 7 | 9 billboards and NCAA Digital sponsorship with CBS | \$156,502 |
| Totals: | | | | 91 | 7 | | \$156,502 |
| Assessed Value Added: | | | | | | | \$37,575 |

Note: Added value :30 commercials were not included in the reach and frequency.

Added value includes a 300x250 banner ad on WXYZ.com with a guaranteed 1,000,000 impressions.

MARCH 2014 DRUNK DRIVING

Cable TV Target: Men 21-34 Flight Dates: March 10-30

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE :05 AND :10 SPONSORSHIPS | TOTAL \$\$ (NET) |
|------------------------------|-------|-----------|------------|---------------------------|--------------------------|---|---------------------|
| Detroit | 51.2% | 3.4x | 173.1 | 917 | 295 | 131 | \$98,352 |
| Totals: | | | | 917 | 295 | 131 | \$98,352 |
| Assessed Value Added: | | | | | | | \$32,472 |

MARCH 2014 DRUNK DRIVING

Radio Target: Men 21-34 Flight Dates: March 10-30

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :60 SPOTS | ADDED VALUE :05 AND :10 SPONSORSHIPS | TOTAL \$\$ (NET) |
|------------------------------|-------|-----------|------------|---------------------------|--------------------------|---|---------------------|
| Detroit | 73.1% | 5.2x | 386.8 | 788 | 24 | 135 | \$79,556 |
| Totals: | | | | 788 | 24 | | \$79,556 |
| Assessed Value Added: | | | | | | | \$28,830 |

MARCH 2014 DRUNK DRIVING

Internet Target: Men 21-34 Geo-Targeted Detroit DMA Flight Dates: March 10-30

| SITES | IMPRESSIONS | CPM | | | | | TOTAL \$\$ |
|------------------------------|------------------|----------------|--|--|--|--|-----------------|
| ESPN.com | 1,213,661 | \$14.00 | | | | | \$9,736 |
| Pistons.com | 430,420 | \$10.00 | | | | | \$4,304 |
| YouTube/ Google Video Net | 2,251,546 | \$20.00 | | | | | \$34,957 |
| Pandora | 286,167 | \$10.00 | | | | | \$2,844 |
| iHeartRadio | 300,290 | \$10.00 | | | | | \$2,991 |
| Totals: | 4,482,084 | \$12.70 | | | | | \$54,832 |

Costing reflects "premium" Internet placement negotiated directly with publishers.

MARCH 2014 DRUNK DRIVING

Billboards/Static Bulletins Target: Men 21-34 Flight Dates: March 10-May 14

| MARKET | NUMBER OF BOARDS | | | | | ADDED VALUE BOARDS | TOTAL \$\$ |
|----------------|---------------------|--|--|--|--|-----------------------------|-----------------|
| Detroit | 19 | | | | | 2 | \$42,950 |
| Totals: | 19 | | | | | 2 | \$42,950 |
| | | | | | | Assessed Value Added | \$5,750 |

Note: Added-value boards included production of one vinyl per board

Total Drunk Driving Media Spend: \$432,192**Total Assessed Value Added: \$104,627****24% Added Value Relative to Media Spend****APRIL 2014 MOTORCYCLE SAFETY SUMMARY****2014 MOTORCYCLE SAFETY**

Billboards/Static Bulletins Flight Dates: April 17-May 4

| | NUMBER OF BOARDS | | | | | ADDED VALUE BOARDS | TOTAL \$\$ |
|---|---------------------|--|--|--|--|-----------------------------|-----------------|
| Detroit | 20 | | | | | 3 | \$65,950 |
| Grand Rapids/ Kalamazoo/ Battle Creek | 10 | | | | | 2 | \$24,050 |
| Totals: | 30 | | | | | 5 | \$90,000 |
| | | | | | | Assessed Value Added | \$11,686 |

Note: Added-value boards included production of one vinyl per board

Total Motorcycle Media Spend: \$90,000**Total Assessed Value Added: \$11,686****13% Added Value Relative to Media Spend****MAY 2014 SEAT BELT ENFORCEMENT SUMMARY****2014 SEAT BELT ENFORCEMENT**

Spot Broadcast TV Target: Men 18-34 Flight Dates: May 12-25

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE :05, :10 SPONSORSHIPS & BANNER ADS | TOTAL \$\$ (NET) |
|---|-------|-----------|--------------|---------------------------|--------------------------|---|---------------------|
| Detroit | 52.7% | 3.7 | 197.4 | 185 | 17 | 20 | \$167,796 |
| Flint/Saginaw/ Bay City | 62.2% | 2.7 | 165.1 | 90 | 7 | 6 | \$18,454 |
| Grand Rapids/ Kalamazoo/ Battle Creek | 58.6% | 3.1 | 223.0 | 169 | 20 | 22 | \$40,086 |
| Totals: | | | 585.5 | 444 | 44 | 48 | \$226,336 |
| | | | | | | Assessed Value Added: | \$32,240 |

2014 SEAT BELT ENFORCEMENT

Cable TV Target: Men 18-34 Flight Dates: May 12-25

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE :05 AND :10 SPONSORSHIPS | TOTAL \$\$ (NET) |
|---|-------|-----------|--------------|------------------------|-----------------------|--------------------------------------|------------------|
| Detroit | 60.7% | 2.7 | 160.3 | 827 | | 262 | \$82,204 |
| Flint/Saginaw/ Bay City | 54.1% | 3.2 | 170.5 | 500 | | 158 | \$14,093 |
| Grand Rapids/ Kalamazoo/ Battle Creek | 42.9% | 2.7 | 120.3 | 319 | | 50 | \$25,194 |
| Totals: | | | 451.1 | 1,646 | 0 | 470 | \$121,491 |
| Assessed Value Added: | | | | | | | \$30,000 |

2014 SEAT BELT ENFORCEMENT

Fox Sports Network Detroit Detroit Tigers Baseball Target: Men 18-34 Flight Dates: May 12-25

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE :05 AND :10 SPONSORSHIPS | TOTAL \$\$ (NET) |
|------------------------------|-------|-----------|------------|------------------------|-----------------------|--------------------------------------|------------------|
| Statewide Coverage | 35.6% | 9.3 | 330.9 | 131 | 10 | 83 | \$66,045 |
| Totals: | | | | 131 | 10 | 83 | \$66,045 |
| Assessed Value Added: | | | | | | | \$5,000 |

2014 SEAT BELT ENFORCEMENT

Radio Target: Men 18-34 Flight Dates: May 12-25

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :60 SPOTS | ADDED VALUE :05 AND :10 SPONSORSHIPS | TOTAL \$\$ (NET) |
|------------------------------|-------|-----------|----------------|------------------------|-----------------------|--------------------------------------|------------------|
| Detroit | 75.4% | 4.1 | 310.5 | 637 | | 143 | \$67,116 |
| Flint | 61.4% | 5.3 | 324.7 | 254 | | 64 | \$7,612 |
| Grand Rapids | 56.0% | 5.9 | 329.4 | 247 | | 94 | \$9,173 |
| Kalamazoo | 43.8% | 4.9 | 215.5 | 163 | | 20 | \$8,181 |
| * Saginaw/Bay City | 0.0% | 0 | 0 | 193 | | | \$7,051 |
| Totals: | | | 1,180.1 | 1,494 | 0 | 321 | \$99,133 |
| Assessed Value Added: | | | | | | | \$18,100 |

* Saginaw/Bay City is a non-rated market. Arbitron data is not available for this former Radio Metro.

2014 SEAT BELT ENFORCEMENT

Internet Target: Men 18-34 Geo-Targeted to State of Michigan Flight Dates: May 12-25

| SITES | IMPRESSIONS (PAID) | CPM | | | | ADDED VALUE IMPRESSIONS | TOTAL \$\$ |
|------------------------------|--------------------|----------------|--|--|--|-------------------------|------------------|
| YouTube/Google Video Net | 3,217,391 | \$2.43 | | | | 1,476,126 | \$39,987 |
| ESPN.com | 1,997,619 | \$9.70 | | | | | \$19,314 |
| MLB.com/Tigers.com | 1,910,236 | \$10.47 | | | | | \$20,000 |
| HULU | 1,005,376 | \$34.81 | | | | 51,581 | \$35,000 |
| Pandora | 1,500,000 | \$10.00 | | | | 23,522 | \$14,983 |
| iHeartRadio | 607,853 | \$8.10 | | | | | \$4,951 |
| Totals: | 10,238,475 | \$13.11 | | | | | \$134,235 |
| Assessed Value Added: | | | | | | | \$39,984 |

Pandora provided 23,522 no charge added value impressions.

2014 SEAT BELT ENFORCEMENT

Billboards/Static Bulletins Target: Men 18-34 Flight Dates: April 29-May 26

| MARKET | NUMBER OF BOARDS | | | | | ADDED VALUE BOARDS | TOTAL \$\$ |
|----------------|---------------------|--|--|--|--|-----------------------------|-----------------|
| Detroit | 22 | | | | | 3 | \$50,293 |
| Totals: | 22 | | | | | 3 | \$50,293 |
| | | | | | | Assessed Value Added | \$4,000 |

Note: Added-value boards included production of one vinyl per board.

Total Seat Belt Enforcement Media Spend: \$697,533**Total Assessed Value Added: \$129,324****18.5% Added Value Relative to Media Spend****JULY 2014 DRUNK DRIVING SUMMARY****JULY 2014 DRUNK DRIVING**

Broadcast TV Target: Men 21-34 Flight Dates: June 30-July 13

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE :05, :10 SPONSORSHIPS & BANNER ADS | TOTAL \$\$ (NET) |
|---|-------|-----------|--------------|---------------------------|--------------------------|---|---------------------|
| Detroit | 9.7% | 4.4 | 43.0 | 44 | | 22 | \$87,210 |
| Flint/Saginaw/ Bay City | 36.4% | 3.3 | 120.0 | 77 | | 12 | \$13,269 |
| Grand Rapids/ Kalamazoo/ Battle Creek | 36.1% | 3.4 | 121.3 | 115 | | 60 | \$23,545 |
| Lansing | 25.9% | 4.2 | 108.0 | 87 | | 6 | \$10,243 |
| Marquette | 21.9% | 3.6 | 79.5 | 89 | | 30 | \$4,271 |
| Traverse City | 35.0% | 2.2 | 78.0 | 46 | | 8 | \$5,959 |
| Totals: | | | 549.8 | 458 | 0 | 138 | \$144,496 |
| | | | | | | Assessed Value Added: | \$5,590 |

JULY 2014 DRUNK DRIVING

Cable TV Target: Men 21-34 Flight Dates: June 30-July 13

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE :05 AND :10 SPONSORSHIPS | TOTAL \$\$ (NET) |
|---|-------|-----------|--------------|---------------------------|--------------------------|--------------------------------------|---------------------|
| Detroit | 60.9% | 2.7 | 119.8 | 342 | | 96 | \$82,153 |
| Flint/Saginaw/ Bay City | 34.9% | 3.4 | 120.0 | 590 | | 99 | \$16,511 |
| Grand Rapids/ Kalamazoo/ Battle Creek | 38.1% | 3.2 | 122.8 | 405 | | 30 | \$18,890 |
| Lansing | 33.1% | 3.6 | 109.2 | 497 | | 50 | \$13,824 |
| Marquette | 47.5% | 3.4 | 162.5 | 981 | | 295 | \$5,456 |
| Traverse City | 43.6% | 3.3 | 146 | 914 | | 297 | \$8,665 |
| Totals: | | | 780.3 | 3,729 | 0 | 867 | \$145,499 |
| | | | | | | Assessed Value Added: | \$13,200 |

JULY 2014 DRUNK DRIVING

Fox Sports Network Detroit Detroit Tigers Baseball Target: Men 21-34 Flight Dates: June 30-July13

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE PRE & POST GAME TWITTER | TOTAL \$\$ (NET) |
|------------------------------|---------------|------------|--------------|------------------------|-----------------------|-------------------------------------|------------------|
| Statewide Coverage | 36.4% | 8.8 | 302.5 | 283 | | 22 | \$62,220 |
| Totals: | 36.40% | 8.8 | 302.5 | 283 | 0 | 22 | \$62,220 |
| Assessed Value Added: | | | | | | | \$8,500 |

JULY 2014 DRUNK DRIVING

Radio Target: Men 21-34 Flight Dates: June 30-July 13

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE :05 AND :10 SPONSORSHIPS | TOTAL \$\$ (NET) |
|------------------------------|-------|-----------|----------------|------------------------|-----------------------|--------------------------------------|------------------|
| Detroit | 72.6% | 4.2 | 303.9 | 565 | | 112 | \$58,616 |
| Flint | 65.7% | 4.6 | 307.2 | 280 | | 56 | \$7,064 |
| Grand Rapids | 63.4% | 5.3 | 337.2 | 342 | | 180 | \$10,679 |
| Kalamazoo | 43.6% | 3.8 | 166.5 | 133 | | 20 | \$5,015 |
| Lansing | 59.5% | 5.1 | 309.0 | 260 | | 38 | \$8,672 |
| *Marquette | 0.0% | 0 | 0.0 | 443 | | 60 | \$5,535 |
| *Saginaw | 0.0% | 0 | 0.0 | 191 | | 20 | \$5,542 |
| Traverse City | 61.1% | 6.2 | 382.6 | 314 | | 48 | \$9,770 |
| Totals: | | | 1,806.4 | 2,528 | 0 | 534 | \$110,893 |
| Assessed Value Added: | | | | | | | \$15,025 |

* Saginaw/Bay City and Marquette are a non-rated markets. Arbitron data is not available.

JULY 2014 DRUNK DRIVING

Internet Target: Men 21-34 Geo-Targeted to State of Michigan Flight Dates: June 30-July 13

| SITES | IMPRESSIONS | CPM | | | | | TOTAL \$\$ |
|-------------------------------|------------------|----------------|--|--|--|--|-----------------|
| ESPN.com | 614,530 | \$21.00 | | | | | \$12,905 |
| MLB.com/Tigers.com | 652,375 | \$20.00 | | | | | \$13,572 |
| You Tube/ Google Video Net | 2,000,585 | \$18.60 | | | | | \$37,223 |
| HULU | 907,483 | \$36.00 | | | | | \$32,730 |
| Totals: | 4,174,973 | \$23.10 | | | | | \$96,430 |

JULY 2014 DRUNK DRIVING

Video Game Advertising Target: Men 21-34 Geo-Targeted to State of Michigan Flight Dates: June 30-July 13

| VENDOR | IMPRESSIONS | CPM | | | | | TOTAL \$\$ |
|----------------|------------------|----------------|--|--|--|--|-----------------|
| EA Sports | 2,692,307 | \$11.18 | | | | | \$31,759 |
| Totals: | 2,692,307 | \$11.18 | | | | | \$31,759 |

JULY 2014 DRUNK DRIVING

Billboards/Static Bulletins Target: Men 21-34 Flight Dates: June 30-July 27

| MARKET | NUMBER OF BOARDS | | | | | ADDED VALUE BOARDS | TOTAL \$\$ |
|---|---------------------|--|--|--|--|--------------------|------------------|
| Detroit | 42 | | | | | 7 | \$86,380 |
| Flint/Saginaw/ Bay City | 14 | | | | | | \$25,200 |
| Lansing | 19 | | | | | | \$35,000 |
| Marquette | 3 | | | | | | \$1,173 |
| Traverse City | 9 | | | | | | \$22,920 |
| Grand Rapids/ Kalamazoo/ Battle Creek | 32 | | | | | 2 | \$60,363 |
| Totals: | 119 | | | | | 9 | \$231,036 |
| Assessed Value Added | | | | | | | \$16,000 |

JULY 2014 DRUNK DRIVING

Mobile Billboard Target: Men 21-34 Flight Dates: July 1

| MARKET | NUMBER OF MOBILE BDS. | | | | | | TOTAL \$\$ |
|----------------|--------------------------|--|--|--|--|--|----------------|
| Detroit | 1 | | | | | | \$1,800 |
| Totals: | 1 | | | | | | \$1,800 |

JULY 2014 DRUNK DRIVING

Detroit Tigers Target: Men 21-34 Flight Dates: July 1

| MARKET | PRESS /EVENT | | | | | | TOTAL \$\$ |
|----------------|--------------|--|--|--|--|--|----------------|
| Detroit | 1 | | | | | | \$7,000 |
| Totals: | 1 | | | | | | \$7,000 |

Total Drunk Driving Media Spend: \$831,132**Total Assessed Value Added: \$90,074****10.8% Added Value Relative to Media Spend**

AUGUST 2014 DRUNK DRIVING SUMMARY

AUGUST 2014 DRUNK DRIVING

Broadcast TV Target: Men 21-34 Flight Dates: August 11-31

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE :05 , :10 SPONSORSHIPS & BANNER ADS | TOTAL \$\$ (NET) |
|---|-------|-----------|----------------|------------------------|-----------------------|---|------------------|
| Alpena | 7.4% | 6.5 | 48.0 | 44 | | 2 | \$2,754 |
| Detroit | 64.0% | 3.5 | 227.3 | 188 | | 35 | \$150,174 |
| Flint/Saginaw/Bay City | 55.1% | 3.5 | 193.1 | 131 | | 10 | \$21,892 |
| Lansing | 58.2% | 3.7 | 215.9 | 134 | | 6 | \$20,171 |
| Grand Rapids/ Kalamazoo/ Battle Creek | 57.5% | 3.6 | 209.8 | 152 | | 63 | \$41,714 |
| Marquette | 42.3% | 3 | 127.5 | 119 | | 45 | \$7,055 |
| Traverse City | 39.6% | 3.6 | 144.3 | 65 | | 6 | \$12,062 |
| Totals: | | | 1,165.9 | 833 | 0 | 167 | \$255,822 |
| Assessed Value Added: | | | | | | | \$15,000 |

AUGUST 2014 DRUNK DRIVING

Broadcast Cable Target: Men 21-34 Flight Dates: August 11-31

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE :05 , :10 SPONSORSHIPS & BANNER ADS | TOTAL \$\$ (NET) |
|---------------------------------|--------|-----------|----------------|------------------------|-----------------------|---|------------------|
| Alpena | 49.80% | 4.3 | 213.5 | 628 | | 20 | \$7,621 |
| Detroit | 62.4% | 3 | 176.5 | 1313 | | 438 | \$108,288 |
| Flint/Saginaw/Bay City | 47.9% | 3.5 | 165.8 | 842 | | 334 | \$17,944 |
| Lansing | 40.8% | 3.5 | 141.7 | 607 | | 20 | \$15,844 |
| Grand Rapids/Kazoo/ Bat. Cr. | 43.4% | 3.3 | 140.5 | 621 | | 25 | \$28,003 |
| Marquette | 47.7% | 3.3 | 159.2 | 595 | | 25 | \$5,480 |
| Traverse City | 44.4% | 4.1 | 155.0 | 578 | | 25 | \$8,356 |
| Totals: | | | 1,152.2 | 5,184 | 0 | 887 | \$191,536 |
| Assessed Value Added: | | | | | | | \$19,200 |

AUGUST 2014 DRUNK DRIVING

Fox Sports Network Detroit Detroit Tigers Baseball Target: Men 21-34 Flight Dates: August 11-31

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :30 SPOTS | ADDED VALUE PRE & POST GAME TWITTER | TOTAL \$\$ (NET) |
|------------------------------|--------------|-------------|------------|------------------------|-----------------------|-------------------------------------|------------------|
| Statewide Coverage | 37.3% | 11.8 | 438.0 | 321 | | 33 | \$103,700 |
| Totals: | 37.3% | 11.8 | 438 | 321 | 0 | 33 | \$103,700 |
| Assessed Value Added: | | | | | | | \$12,750 |

AUGUST 2014 DRUNK DRIVING

Spot Radio Target: Men 21-34 Flight Dates: August 11-31

| MARKET | REACH | FREQUENCY | TOTAL GRPS | TOTAL SPOTS (PAID :30) | ADDED VALUE :60 SPOTS | ADDED VALUE :05 AND :10 SPONSORSHIPS | TOTAL \$\$ (NET) |
|------------------------------|-------|-----------|----------------|------------------------|-----------------------|--------------------------------------|------------------|
| *Alpena | 0.00% | 0 | 0 | 192 | | 9 | \$3,458 |
| Detroit | 79.9% | 5.9 | 472.0 | 784 | | 135 | \$88,591 |
| Flint | 70.7% | 6.5 | 458.7 | 411 | | 100 | \$10,523 |
| *Saginaw/Bay City | 0.0% | 0 | 0 | 215 | | 25 | \$6,120 |
| Grand Rapids | 67.9% | 7.4 | 504 | 503 | | 100 | \$15,972 |
| Battle Creek | 22.8% | 6.9 | 162.2 | 99 | | 20 | \$4,437 |
| Kalamazoo | 48.5% | 5.1 | 249.2 | 199 | | 20 | \$7,506 |
| Lansing | 64.7% | 7.1 | 461.6 | 389 | | 39 | \$12,965 |
| *Marquette | 0.0% | 0 | 0 | 504 | | 50 | \$7,053 |
| Traverse City | 65.2% | 8.7 | 573.9 | 471 | | 30 | \$14,655 |
| Totals: | | | 2,881.6 | 3,767 | 0 | 528 | \$171,280 |
| Assessed Value Added: | | | | | | | \$16,000 |

* Alpena, Saginaw/Bay City, and Marquette are a non-rated markets. Arbitron data not available.

AUGUST 2014 DRUNK DRIVING

Internet Target: Men 21-34 Geo-Targeted to State of Michigan Flight Dates: August 11-31

| SITES | IMPRESSIONS | CPM | | | | | TOTAL \$\$ |
|------------------------------|------------------|----------------|--|--|--|--|------------------|
| YouTube/ Google Video Net | 2,000,779 | \$20.00 | | | | | \$40,000 |
| ESPN.com | 1,510,978 | \$13.30 | | | | | \$20,143 |
| MLB.com/Tigers.com | 2,157,619 | \$9.30 | | | | | \$20,000 |
| HULU | 1,176,420 | \$34.00 | | | | | \$40,000 |
| Pandora | 1,275,320 | \$11.70 | | | | | \$15,000 |
| iHeartRadio | 1,220,552 | \$7.90 | | | | | \$9,742 |
| Totals: | 9,341,668 | \$15.51 | | | | | \$144,885 |

AUGUST 2014 DRUNK DRIVING

Video Game Advertising Target: Men 21-34 Geo-Targeted to State of Michigan Flight Dates: August 11-31

| VENDOR | IMPRESSIONS | CPM | | | | | TOTAL \$\$ |
|----------------|------------------|----------------|--|--|--|--|-----------------|
| EA Sports | 4,058,583 | \$11.77 | | | | | \$47,774 |
| Totals: | 4,058,583 | \$11.77 | | | | | \$47,774 |

AUGUST 2014 DRUNK DRIVING

Billboards/Static Bulletins Target: Men 21-34 Flight Dates: August 4-31

| MARKET | NUMBER OF BOARDS | | | | | ADDED VALUE BOARDS | TOTAL \$\$ |
|---|---------------------|--|--|--|--|-----------------------------|------------------|
| Alpena | 2 | | | | | | \$2,500 |
| Detroit | 26 | | | | | 4 | \$55,587 |
| Grand Rapids/ Kalamazoo/ Battle Creek | 18 | | | | | 1 | \$37,450 |
| Flint | 15 | | | | | | \$26,538 |
| Lansing | 11 | | | | | | \$21,600 |
| Marquette | 3 | | | | | | \$1,173 |
| Traverse City | 6 | | | | | | \$18,000 |
| Totals: | 81 | | | | | 5 | \$162,848 |
| | | | | | | Assessed Value Added | \$8,000 |

AUGUST 2014 DRUNK DRIVING

Mobile Billboards Target: Men 21-34 Flight Dates: August 15-16

| MARKET | NUMBER OF MOBILE BDS. | | | | | | TOTAL \$\$ |
|----------------|--------------------------|--|--|--|--|--|----------------|
| Detroit | 4 | | | | | | \$8,200 |
| Totals: | 4 | | | | | | \$8,200 |

AUGUST 2014 DRUNK DRIVING

Cinema Target: Men 21-34 Flight Dates: August 11-31

| MARKET | NUMBER OF SCREENS | | | | | | TOTAL \$\$ |
|---------------------------------|----------------------|--|--|--|--|-----------------------------|-----------------|
| Detroit | 240 | | | | | | \$26,280 |
| Grand Rapids/ Kazoo/Bat. Cr. | 175 | | | | | | \$19,163 |
| Flint/Saginaw/ Bay City | 43 | | | | | | \$4,708 |
| Lansing | 49 | | | | | | \$5,365 |
| Traverse City | 5 | | | | | | \$548 |
| Production Fee | | | | | | | \$250 |
| Totals: | 5 | | | | | | \$56,314 |
| | | | | | | Assessed Value Added | \$0 |

Total Drunk Driving Media Spend: \$950,822**Total Assessed Value Added: \$70,950****7.5% Added Value Relative to Media Spend**



Driver Education

Driver education involves improving driver behavior by teaching better skills, improving safety awareness, and motivating individuals to drive safely. Driver education helps young drivers learn needed skills. Inexperience, risk-taking, and immaturity are factors that increase the risk of crashes for young drivers. Senior drivers are at greater risk because of their increased susceptibility to injuries and medical complications in crashes. In addition, research shows that around age 65, drivers face an increased risk of being involved in a traffic crash.

PROGRAM GOALS

- *Decrease fatalities and incapacitating injuries involving drivers ages 15–20 by 23 percent from 1,382 in 2012 to 1,062 by December 31, 2015.*
- *Decrease fatalities and incapacitating injuries involving drivers ages 65 and older by 15 percent from 1,135 in 2012 to 964 by December 31, 2015.*

EDUCATION AND COMMUNICATION

STRIVE FOR A SAFER DRIVE

Section 402

BACKGROUND

According to the University of Michigan Transportation Research Institute, approximately one out of every 10 drivers

ages 16–17 is involved in a property damage, an injury, or fatal crash each year. In 2013, there were 41,375 crashes in Michigan with a driver ages 15–19 resulting in 103 fatalities and 821 serious injuries.

Following the success of a school-based teen traffic safety program aimed at reducing teen traffic crashes and fatalities in Illinois, a similar program was developed in Michigan in 2011.

The Office of Highway Safety Planning (OHSP) partnered with AAA Michigan (AAA) and Ford Driving Skills for Life to

offer the Strive For a Safer Drive (S4SD) program, which provides funding and resources to help high school students create peer-to-peer safe driving campaigns to reduce traffic crashes, injuries, and fatalities among the most inexperienced drivers.

PROJECT GOALS

- Solicit up to 40 applications from high schools in high-risk teen crash counties for participation in the S4SD program—**Goal achieved**
- Conduct one hands-on driving event for S4SD schools—**Goal achieved**

RESULTS

The Michigan State University Health and Risk Communication Center took the lead in recruiting high schools to take part in the S4SD program. A team of grant-funded graduate students contacted over 650 schools and successfully engaged 43 schools in 15 counties to participate. This was an increase from Fiscal Year 2013 when 34 schools in 12 counties took part in the program. The FY2014 S4SD campaign reached approximately 43,000 students.

Each school received \$2,000 from AAA for students to create traffic safety campaigns. These campaigns took place over a four-month period and included the use of driving simulators, demonstrations of seat-belt “convincers,” traffic safety contests, pre- and post-evaluations, safe driving pledges, first responder demonstrations, logo contests, lunch-time trivia, skits and presentations on traffic safety for elementary school students, and school and community-wide assemblies.

Following the campaigns, schools submitted reports which were judged by S4SD partners. Schools were divided into three divisions, and first-, second-, and third-place winners were selected based on creativity, execution, and compliance with the S4SD participation requirements. Winning schools received a plaque at the Ford Ride and Drive event.

The program concluded with two days of hands-on driving events at the Ford Dearborn Development Center. Nearly 350 teens from 24 schools had the opportunity to get behind the wheel of a car with a professional driver providing advanced instruction in the areas of hazard recognition, vehicle handling, speed and space management, and distracted and impaired driving.

DISTRACTED DRIVING SIMULATORS

Section 402

BACKGROUND

Working in partnership with AAA on the S4SD program, simulators are used at high schools throughout the state to promote driver safety. The simulators are popular and have proven to be an excellent education tool, as well as an innovative method to engage teens in discussions on driving

safety. As the S4SD program has grown, it became difficult to accommodate the increasing number of requests with the limited number of simulators available for loan. In addition, it was challenging to provide the staffing manpower required to transport, set-up, and operate the simulators across the state.



PROJECT GOALS

- Purchase three distracted driving simulators for training to accommodate additional S4SD participants—**Goal achieved**
- Provide opportunities for students in the S4SD program to use the distracted driving simulators as a training tool—**Goal achieved**

RESULTS

Three driving simulators were purchased and placed with Michigan State Police Community Service Troopers (CSTs) in high population counties. This increased the number of simulators available to high schools participating in the S4SD program to six: three provided by AAA and three provided through OHSP.

The new simulators are easy to transport, and quick to set up and take down. With the additional simulators, it is estimated that nearly 3,000 teens were able to use the driving simulators. The CSTs also plan to use the simulators at community events throughout the state during the summer months.

2014 NORTH AMERICAN CONFERENCE ON ELDERLY MOBILITY

Section 402

BACKGROUND

Michigan is the eighth largest state for the number of drivers 65 or older. Senior drivers experience slower reaction times and other aging-related challenges that can impact safe driving.

By 2030, Michigan older adults will represent about 20 percent of the population.



PROJECT GOAL

- Support the national conference by sponsoring speakers to address elderly mobility and traffic safety best practices from around the world—**Goal achieved**

RESULTS

To spread awareness, share successes, and educate those who work with senior mobility, a conference was planned for May in Detroit. The Senior Mobility Work Group coordinated the North American Conference on Elderly Mobility that featured best practices from around the world and marked a decade of progress. The conference was last held in 2004.

Approximately 225 senior mobility, safety, and transportation professionals from 26 states and three countries attended. The conference featured sessions on alternative transportation, mobility management and coordination, infrastructure and vehicles, driver education and training, driver screening and assessment, and housing and land use.

Federal traffic safety funds allowed 15 speakers to attend and present. Subject matter experts covered a variety of topics, including a speaker from New York City who discussed successes and lessons learned in planning safe streets for seniors. Other notable workshops sponsored by OHSP included:

- Identifying Drivers with Age-Related Cognitive Impairment.
- Keeping the Keys: Driving Longer and Driving Safer.
- A presentation by Maryland's Licensing System and Medical Advisory Board.

The conference also included an automobile panel of safety professionals from General Motors Co., Ford Motor Co., and Toyota Motor Corp.

Comments received following the conference were extremely positive; most rated it excellent or very good. The value of the conference as it related to the attendees' jobs was overwhelmingly rated as excellent or very good. Evaluations indicated participants liked the quality of the speakers most.

DRIVER EDUCATION ASSESSMENT

Section 402

BACKGROUND

Evaluation of traffic safety programs is a required and a critical component to determine whether efforts are having an impact. Michigan has made significant progress in recent years to decrease the number of fatal and serious injury crashes involving teen drivers and young adults. One strategy to continue this improvement is to examine the state's driver education program, which is administered by the Michigan Department of State (MDOS).

The driver education assessment examines the overall program by interviewing partners and reviewing all aspects of the program.

The assessment process provides an opportunity to address program weaknesses and build on program strengths as plans are made to improve Michigan's driver education program.

PROJECT GOAL

- Conduct a driver education assessment for Michigan by bringing in a national team of experts to determine the strengths and weakness of the program and to recommend new strategies for improvement—**Goal achieved**



RESULTS

A driver education assessment was convened in the spring with a panel of five experts. Over four days, more than 25 state partners shared their expertise in the field of driver education for teens.

Five topic areas were examined, including program administration, education/training, instructor qualifications, parent involvement, and coordination with driver licensing.

A comprehensive report of strengths, challenges, and recommendations was produced by the team and presented to MDOS and OHSP. The report will assist with future strategic planning and in guiding the direction of the program.





Motorcycle Safety

Motorcyclist fatalities have grown steadily over the past decade, largely a result of the increased number of motorcycle riders. Motorcyclist fatalities constitute 14 percent of the state's traffic crash fatalities, while motorcycle-involved crashes are only 1 percent of the total crashes.

PROGRAM GOAL

- *Decrease fatalities and incapacitating injuries involving motorcycles by 28 percent from 794 in 2012 to 569 by December 31, 2015.*

TRAINING AND EDUCATION

MOTORCYCLE PUBLIC INFORMATION CAMPAIGN—HIGH VISIBILITY

Sections 402, 405(b)-PM

BACKGROUND

To promote rider visibility, television and radio ads promoting the use of high-visibility riding gear were aired in metro Detroit and west Michigan in FY2013 as part of the *Ride Safe to Ride Again* motorcycle safety campaign. The *Ride Safe to Ride Again* website was updated, including adding a link to the Michigan Department of State (MDOS) motorcycle training program locator.

PROJECT GOAL

- Educate motorcyclists through public information and education campaigns on crash prevention by exhibiting at one major motorcycle event—**Goal achieved**

RESULTS

In November, four focus groups of motorcycle riders were convened to determine if the campaign convinced them to wear high-visibility riding gear to improve their safety on the road.

The findings included:

- 49 percent said that they were aware of the advertisement.
- 16 percent said that the advertisement made them consider wearing more high-visibility gear.
- Some riders said the spot resembled a tourism ad. They suggested that the ad should be faster paced and edgier.

Based on their feedback, the advertising effort was scaled back to billboards promoting the *Ride Safe to Ride Again* message in the metro Detroit and Grand Rapids markets.

The *Ride Safe to Ride Again* website had 417 visits in April, a decrease from 3,351 visits in Fiscal Year 2013. This may be due to the reduced advertising effort using only billboards.

Following the ad campaign, telephone surveys asked motorcyclists about high-visibility riding gear. According to the results:

- 62.5 percent responded that they did not wear high-visibility riding gear.
- 29.5 percent said that wearing high-visibility riding gear was not cool, wasn't what riders wore, or that they wore their leathers.
- 20.3 percent said they didn't need to wear high-visibility gear.
- Several respondents indicated they believed that high-visibility gear was ugly, looked stupid, didn't match their leathers, or that they didn't want to wear bright colors.

The Office of Highway Safety Planning (OHSP) collaborated with MDOS to promote high-visibility riding gear, as well as motorcyclist training and endorsement at the Progressive® International Motorcycle Show in Novi, Muskegon Bike Time, Flint's Bikes on the Bricks, and at the Safety Stand Down Day at the U.S. Army Garrison—Detroit Arsenal (USAG-DTA) event at the military base in Detroit. Staff made contact with nearly 3,500 motorcyclists and more than 780 attendees submitted entry form drawings for high-visibility riding gear. During these events, nearly 1,000 surveys about rider risk and behavior were collected and over 4,000 bandanas and kickstand pucks with the *Ride Safe to Ride Again* logo were distributed.

At the Novi event, a Michigan State Police (MSP) Motor Unit trooper brought a department motorcycle and answered questions about motorcycle safety. At Muskegon, a MSP trooper provided technical riding demonstrations for the public showing how a motorcyclist can navigate slow, tight corners and turns on a large cruiser-style motorcycle, while also demonstrating how to brake and balance a larger motorcycle. The trooper also demonstrated how one can pick up a large, heavier motorcycle in the event that the rider does tip over the motorcycle at a stop.

MOTORCYCLE RIDER TRAINING

Section 405(f), 2010

BACKGROUND

Although motorcycles were involved in only 1 percent of 2013 Michigan traffic crashes, nearly 14.4 percent of traffic fatalities involved a motorcycle. Of the riders involved in crashes in 2013, 54 percent failed to possess a motorcycle endorsement on their operator's license.

State agencies have invested considerable time and effort to improve rider safety through a public-funded motorcycle safety training program. Formal motorcyclist training and licensing are critical components to operating a motorcycle safely. The Michigan Motorcyclist Training Program administered by MDOS offers basic, returning rider, and advanced rider courses through public and private sponsors. These programs train more than 12,000 motorcyclists annually at nearly 50 training sites. A study of Michigan's motorcycle-involved traffic crashes indicated that nearly 85 percent of riders killed in 2013 had not taken a certified motorcyclist training course in the last 10 years.

The Returning Rider Basic Rider Course (RRBRC) is a one-day course designed for riders who possess the basic skills to ride a motorcycle but who have not been riding for some time. The course offers practice for motorcyclists who want to brush up on their skills or who want to obtain the motorcycle endorsement on their driver's license.

The Advanced Rider Course (ARC) is a one-day course for experienced and currently endorsed riders that complements a rider's basic skills and helps with personal risk assessment. It includes a fast-paced classroom segment with interactive activities to improve perception and hazard awareness. The exercises enhance both basic skills and crash avoidance skills, while emphasis is placed on improving braking, swerving, and cornering.

PROJECT GOALS

- Increase the number of motorcyclists trained by 5,000—**Goal not achieved**
- Provide two professional development sessions for motorcycle Rider Coaches—**Goal achieved**
- Provide 40 ARCs in the Detroit and Grand Rapids areas—**Goal not achieved**

RESULTS

- The ARC failed to show a significant increase in attendance with 232 students taking the course in FY2014 compared with 231 in FY2013.
- Metro Detroit sites trained 177 students during 14 classes.
- West Michigan sites trained four students during one class.
- Northern Michigan site trained five students during one class.

- Washtenaw Community College site trained 34 students during five classes.
- Iosco Regional Educational Service Agency site trained 12 students during one class.

Some programs had low enrollment. There are a number of reasons for this, including scheduling late into the riding season and registration challenges.

In addition:

- The federally funded RRBRC was offered at four training sites, which trained 64 students.
- 123 RiderCoaches participated in professional development sessions covering the Motorcycle Safety Foundation Basic Rider Course curriculum update.

OPERATION SHADOW RIDER

Section 2010

BACKGROUND

During peak riding season, there are more than 250,000 registered motorcycles in Michigan. Nearly 50,000 motorcycles belong to drivers who do not have a motorcycle endorsement on their driver's license. Although the unendorsed population of motorcyclists makes up nearly 20 percent of all registered motorcycles, this group accounted for more than 50 percent of motorcyclist crashes and fatalities in 2012 and 2013.

To increase the number of endorsed motorcyclists, OHSP collaborated with MDOS and several public and private motorcycle safety partners to mail postcards in March 2013 to those people who had a motorcycle registered with the state without a motorcycle endorsement on their driver's license. The postcard informed recipients that half of all riders killed in 2012 were unendorsed and provided information about how to find low-cost training and become endorsed.

MDOS data showed that more than 7,000 people who were on the unendorsed list prior to the 2013 mailing were no longer on the unendorsed list in September 2013.

PROJECT GOAL

- Complete one mailing providing information about endorsement and training to unendorsed motorcyclists—**Goal achieved**

RESULTS

OHSP collaborated with MDOS and public and private motorcycle safety partners to mail a postcard in March 2014 to nearly 47,000 people who registered a motorcycle without an endorsement on their driver's license. The postcard was updated with 2013 crash data and informed recipients that 70 percent of motorcycle crashes were attributed to



rider error and that 85 percent of riders killed had not taken a certified motorcycle training course. Further, that more than half of riders involved in crashes were not endorsed. It was also pointed out that as a consequence of riding unendorsed, a motorcyclist can be cited, fined, and have their motorcycle towed. Information on how to locate training was also included.

Visits to the MDOS training website increased in April in both 2013 and 2014 following the March postcard mailing.

- April 2012—1,403 visitors
- April 2013—2,039 visitors
- April 2014—2,052 visitors

MDOS data indicated more than 5,440 people who were on the unendorsed list prior to the 2014 mailing were no longer on the unendorsed list in September 2014, and those riders picked up their endorsement sometime during the 2014 riding season.

MOTORCYCLE LAW ENFORCEMENT ACTION KITS (L.E.A.K.s)

Section 402

BACKGROUND

Some law enforcement officers fail to cite a motorcyclist for not having an endorsement on their driver's license when a stop is made for another violation and allow the motorcyclist to ride away unendorsed. In 2013, only 445 of the nearly 49,000 unendorsed motorcyclists in Michigan were cited for no motorcycle endorsement, which was less than 1 percent of the unendorsed population.

In 2013, a quarter of the motorcycle operators killed in crashes had been drinking, more than any other road user. Even with a high rate of riding after drinking alcohol, less than 1 percent of the population was cited for OWI.

A 2010 National Highway Traffic Safety Administration study showed that 35 percent of fatal motorcycle crashes were attributed to excessive speed, compared with 23 percent for passenger car drivers, 19 percent for light truck drivers, and 8 percent for large truck drivers.

In Michigan, nearly half of all motorcycle crashes are single vehicle and the result of rider error.

Further enforcement is needed to address unendorsed operators, impaired riding, and excessive speeding, which are key contributing factors in the majority of motorcycle crashes.

PROJECT GOAL

- Provide law enforcement agencies with the current laws, rules, and regulations that apply to motorcyclists by distributing Law Enforcement Action Kits (L.E.A.K.s) to agencies—**Goal not achieved**

RESULTS

OHSP collaborated with the MSP and local law enforcement agencies to develop comprehensive materials. Work is almost complete on developing a kit that includes a roll call video to address the number of unendorsed operators and impaired riders, along with an excessive speeding and a motor vehicle code tip card containing a list of current laws that apply specifically to motorcyclists. When completed in FY2015, the information will increase law enforcement's knowledge and understanding of the current motor vehicle code, motorcycle-related laws, and how law enforcement can help enforce regulations to curb operating a motorcycle while unendorsed, drinking and riding, and excessive speed among motorcyclists. Educating law enforcement on strategies will help reduce motorcycle-involved crashes and help prevent serious injuries and save lives. The kit will be sent to all enforcement agencies in the spring of 2015.

LONG-TERM PLANNING AND PARTNERSHIP WITH MICHIGAN DEPARTMENT OF STATE

Unfunded

BACKGROUND

MDOS administers the Michigan Motorcycle Training program that is responsible for all approved training and third-party endorsement testing programs. By sharing information and resources with MDOS, OHSP's motorcycle safety program is better able to reach a large segment of the riding population and also provide information and guidance to the motorcyclist training program.

PROJECT GOAL

- Continue to partner, communicate, and coordinate motorcycle safety programs with MDOS by meeting at least quarterly—**Goal achieved**

RESULTS

In addition to partnering on a mailing to unendorsed riders and two large-scale motorcycle safety events, OHSP and MDOS participated in an Army Safety Stand Down Day at the USAG-DTA in June. During this event, several hundred civilians and enlisted Army personnel received information about motorcycle safety, training, and endorsement.

The OHSP Motorcycle Safety Program coordinator, as well as the MDOS Motorcycle Training Program coordinator co-chair the Governor's Traffic Safety Advisory Commission's Motorcycle Safety Action Team. The goals of this action team are to reduce motorcycle rider crashes, serious injuries, and fatalities through education, enforcement, engineering, and emergency response. The team provides leadership to improve motorcyclist safety by fostering communication, coordination, and collaboration among government and other public and private entities in Michigan.

Emergency Medical Services

Emergency medical care provided in the first 60 minutes after a crash is a critical factor in whether victims survive. Adequately trained emergency medical service providers are essential in preventing fatalities and reducing injury severity. Detection of crashes, timely response, and complete trauma care are key priorities that help crash victims to survive.

PROGRAM GOALS

- Decrease fatalities by 17 percent from 936 in 2012 to 781 by December 31, 2015.
- Decrease fatalities and incapacitating injuries by 23 percent from 6,612 in 2012 to 5,098 by December 31, 2015.
- Decrease the vehicle mileage fatality rate by 13 percent from 1.00 in 2012 to .87 by December 31, 2015.

EMS SUPPORT

EMERGENCY MEDICAL SERVICE SUPPORT

Section 402

BACKGROUND

Emergency medical service (EMS) providers are paid professionals and volunteers who work in their communities, who receive EMS training and respond to emergencies in addition to their other jobs and obligations. While continuing education is required for license renewal, EMS providers are responsible for obtaining and paying for their training. Unfortunately, rural responders are often the last to know about new automotive technologies that can be hazardous during crash extrication.

PROJECT GOALS

- Provide training in the Upper Peninsula (U.P.) for one vehicle extrication course—**Goal achieved**
- Provide conference sponsorships for workshops on the EMS culture of safety, geriatric motor vehicle trauma, and emergency incident scene management—**Goal achieved**
- Provide scholarships for two people in the U.P. to attend the quarterly Governor's Traffic Safety Advisory Commission (GTSAC) meetings in Lansing—**Goal not achieved**

RESULTS

The fall 2014 U.P. Emergency Medical Services Conference will include a program on vehicle extrication. In addition, OHSP provided sponsorship and support for three presentations at the spring EMS Expo in Grand Rapids:

- Motor Coaches in Rural Areas: Emergency Incident Scene Management, attended by over 100 emergency responders.
- New Vehicle Technology: Working Around Hybrid/Alternative Fuel Vehicles, attended by 30 responders.
- Mechanism of Injury and Extrication Considerations (including the geriatric patient), attended by over 75 responders.

In each presentation, responder safety and the importance of personal protective equipment were emphasized.

The director of the Marquette/Alger Medical Control Authority attended the GTSAC Traffic Incident Management (TIM) Action Team meetings by conference call throughout the year. A scholarship allowed the director to travel to Detroit to participate in the Emergency Responder Day at the 21st World Congress on Intelligent Transport Systems. The special event highlighted the need for coordinated TIM training by law enforcement, fire/rescue, and EMS personnel. The Marquette/Alger Medical Control Authority emphasized TIM in newsletters and correspondence to emergency responders.



Administrative Issues

GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION



The Governor's Traffic Safety Advisory Commission (GTSAC) met quarterly with an average of 31 people in attendance. Each meeting provided an opportunity for commissioners to give an update on traffic safety-related activities taking place within their respective agency or area of responsibility. A quarterly update on traffic

safety legislation was also provided by the Michigan State Police legislative staff, along with an update on activities undertaken by the Strategic Highway Safety Plan action teams as they implemented their action plan throughout the year.

Over the past year, meeting attendees heard a variety of presentations on topics, including regional DWI courts, distracted driving, the Older Adult Driver Education and Safety Mobility Planning project, FY2013 crash data, and OHSP traffic safety programming efforts planned for FY2015. In addition, commissioners were updated on planning for the Michigan Traffic Safety Summit and the North American Conference on Elderly Mobility, as well as on the progress made toward completion of the Michigan Guide for Aging Drivers.

Updates also were provided on three traffic safety program assessments organized by OHSP for alcohol, occupant protection, and driver education. The results of these assessments, conducted by a team of out-of-state experts in each area, provided opportunities to strengthen Michigan's programming efforts in these vital traffic safety areas.

MICHIGAN TRAFFIC SAFETY SUMMIT

More than 500 people attended the 19th annual Michigan Traffic Safety Summit, March 25–27, 2014, in East Lansing. General sessions put the spotlight on current drug trends, automated vehicle technology, protecting vulnerable roadway users, and female drunk drivers.

The summit also included 28 workshops that addressed:

- Working with schools.
- Understanding the new UD-10 crash form.
- Implementing high-visibility enforcement in pedestrian safety zones.
- Learning how technology affects teen driving behavior.
- Addressing unendorsed motorcyclists.

- Fighting teen alcohol abuse.
- Reducing commercial motor vehicle-involved crashes.

In addition to 20 exhibitors, participants had the opportunity to have their photo taken with crash test dummies, and to test their skills on driving simulators during the networking reception. At the GTSAC awards luncheon, six awards for excellence in traffic safety were presented.

LEGISLATIVE UPDATE

A new law specifies that an applicant is not eligible for more than two motorcycle temporary instruction permits within a 10-year period.

TRAFFIC SAFETY COMMITTEES

Since the 1970s, AAA Michigan and OHSP have sponsored local Traffic Safety Committees (TSCs) to foster improved communication among traffic safety partners at all levels. TSCs promote education and involvement in identifying traffic safety problems and solutions among public and private agencies that are concerned with the safety of citizens living in and visiting Michigan. TSCs meet at least four times annually to share information, learn about traffic safety issues, and address problems in their communities.

The TSCs are a valuable instrument for OHSP to exchange information with local communities, learn about local traffic safety issues and concerns, provide guidance, and stay connected with partners across the state. They also allow OHSP to develop future traffic safety leaders by rotating chair and vice chair responsibilities.

Through the first 10 months of the year, committees hosted 22 meetings, averaging 17 attendees. Meeting topics included Michigan UD-10 traffic crash revisions for 2016; Strive For a Safer Drive teen traffic safety program; Toward Zero Deaths offering local outreach concerning the dangers of texting and driving; a heatstroke campaign, and more.

Three legislative meetings provided the opportunity for dialogue between local citizens and their legislators on traffic safety issues, pending legislation, and other issues of concern. OHSP also sponsored TSC chairs and vice chairs to attend the Michigan Traffic Safety Summit to keep them informed on current traffic safety technologies, methodologies, and best practices in Michigan and nationally, and to network with other TSC leadership and traffic safety professionals from around the state.



Enforcement Mobilizations

BACKGROUND

National traffic enforcement mobilizations are the cornerstone of traffic enforcement efforts in Michigan. This includes May's *Click It or Ticket* mobilization and August's *Drive Sober or Get Pulled Over* crackdown. In addition, the state conducts drunk driving crackdowns in March and July.

The Strategic Traffic Enforcement Program (STEP) model focuses enforcement efforts for maximum effect. This model not only directs enforcement to key times and places, but

also creates a greater perceived level of enforcement than sustained patrols. Drivers are more likely to notice the heightened enforcement and interpret it as the norm.

STEP includes periodic, intensive enforcement on traffic safety problems such as drunk driving or unbuckled motorists. During mobilization periods, grant-funded law enforcement agencies conduct extra patrols. Earned and paid media efforts bring attention to the increased enforcement.

DRIVE SOBER OR GET PULLED OVER March 12–April 7, 2014

| | |
|--|-----------------------|
| Participating law enforcement agencies | 144 |
| Seat belt citations | 128 |
| Child restraint citations | 23 |
| Drunk driving arrests | 447 |
| Media events | 2 |
| News stories | 323 |
| Paid advertising | \$500,000 |
| Overtime enforcement hours | 10,050 |
| Enforcement funding | \$502,500 (estimated) |

CLICK IT OR TICKET May 19–June 1, 2014

| | |
|--|-----------------------|
| Participating law enforcement agencies | 159 |
| Seat belt citations | 8,173 |
| Child restraint citations | 131 |
| Drunk driving arrests | 8 |
| Media events | 4 |
| News stories | 465 |
| Paid advertising | \$750,000 |
| Overtime enforcement hours | 10,111 |
| Enforcement funding | \$500,000 (estimated) |

DRIVE SOBER OR GET PULLED OVER July 1–13, 2014

| | |
|--|-----------|
| Participating law enforcement agencies | 144 |
| Seat belt citations | 306 |
| Child restraint citations | 37 |
| Drunk driving arrests | 238 |
| Media events | 3 |
| News stories | 221 |
| Paid advertising | \$500,000 |
| Overtime enforcement hours | 5,809 |
| Enforcement funding | \$290,000 |

DRIVE SOBER OR GET PULLED OVER August 15–September 1, 2014

| | |
|--|-------------|
| Participating law enforcement agencies | 159 |
| Seat belt citations | 4,604 |
| Child restraint citations | 115 |
| Drunk driving arrests | 220 |
| Media events | 3 |
| News stories | 296 |
| Paid advertising | \$1,000,000 |
| Overtime enforcement hours | 11,076 |
| Enforcement funding | \$550,000 |

OPTIONAL DRIVE SOBER OR GET PULLED OVER

| | |
|--|-----------|
| Participating law enforcement agencies | 129 |
| Seat belt citations | 305 |
| Child restraint citations | 32 |
| Drunk driving arrests | 679 |
| Media events | 0 |
| News stories | 0 |
| Paid advertising | \$0 |
| Overtime enforcement hours | 14,053 |
| Enforcement funding | \$702,650 |

OPTIONAL CLICK IT OR TICKET

| | |
|--|-----------|
| Participating law enforcement agencies | 51 |
| Seat belt citations | 3,377 |
| Child restraint citations | 143 |
| Drunk driving arrests | 3 |
| Media events | 0 |
| News stories | 0 |
| Paid advertising | \$0 |
| Overtime enforcement hours | 4,361 |
| Enforcement funding | \$215,000 |

ENFORCEMENT TOTALS

| | TRAFFIC STOPS | SAFETY BELT CITATIONS | CHILD RESTRAINT CITATIONS | DRUNK DRIVING ARRESTS | OTHER FELONY ARRESTS | OTHER MISDEMEANORS | OTHER CITATIONS AND ARRESTS |
|---------------|---------------|-----------------------|---------------------------|-----------------------|----------------------|--------------------|-----------------------------|
| March | 13,822 | 128 | 23 | 447 | 74 | 1,831 | 4,921 |
| Memorial Day | 10,111 | 8,173 | 131 | 8 | 24 | 1,815 | 9,584 |
| 4th of July | 4,809 | 306 | 37 | 238 | 44 | 1,107 | 2,620 |
| Labor Day | 11,076 | 4,604 | 115 | 220 | 122 | 2,273 | 4,843 |
| Totals | 39,818 | 13,211 | 306 | 913 | 264 | 7,026 | 21,968 |

FY2015 Focus

With the state's goal to reduce traffic fatalities to 750 and serious injuries to 4,800 by the end of 2016 looming, the Office of Highway Safety Planning (OHSP) is rolling out an aggressive plan for traffic safety programming for FY2015.

Based on crash trend data analysis from the University of Michigan Transportation Research Institute (UMTRI), OHSP has established three areas of focus for FY 2015, including:

- increasing seat belt use from 93 percent to 98 percent.
- decreasing fatal/serious injuries involving alcohol or drugs from 1,320/410 in 2012 to fewer than 1,117/400 respectively.
- decreasing fatal and serious injuries involving motorcycles from 794 in 2012 to fewer than 624.

HIGH-VISIBILITY SEAT BELT AND OWI ENFORCEMENT

OHSP will double the number of counties eligible for participation in grant-funded traffic enforcement from 25 to 50 with five enforcement campaigns taking place in FY 2015, one more than FY 2014. The campaigns will focus on impaired driving and seat belt use:

- October 27-November 9, 2014: impaired/seat belts.
- March 17-April 6, 2015: impaired only.
- May 18-31, 2015: seat belts.
- July 1-12, 2015: impaired/seat belts.
- August 21-September 7, 2015: impaired/seat belts.

While funding for traffic enforcement will focus on the top 50 crash casualty counties, all law enforcement agencies will be urged to take part in these campaigns. Funding will also be provided for the Michigan State Police to launch the largest Operation C.A.R.E. (Combined Accident Reduction Effort) campaign in history around the Thanksgiving holiday.

IMPAIRED DRIVING

Drug-involved traffic fatalities increased 22 percent in 2013, and according to UMTRI, the state can expect continued increases in fatalities involving drugs by 10 percent through 2017. According to the Fatality Analysis Reporting System, Michigan fatalities where a driver tested positive for marijuana and other cannabinoids increased from 16 in 1999 to 91 in 2012. Essentially, in nearly 10 percent of traffic fatalities in 2012, a driver tested positive to cannabinoids. Consequently, OHSP is increasing funding support to address the growing problem of drugs and driving in FY 2015:

- Funding for DUI courts will more than double to over \$2 million.
- Funding for Drug Recognition Expert and Advanced Roadside Impaired Driving Enforcement training for law enforcement officers will increase by nearly 80 percent.

- OHSP will expand the size and scope of the Traffic Safety Resource Prosecutor Program with Prosecuting Attorneys Association of Michigan.
- OHSP will fund a major drugged driving research project to examine the full scope of the problem in Michigan.
- Funding for the Judicial Outreach Liaison Program will continue.

Other projects in the impaired driving arena will include an evaluation of Michigan's repeat offender and .08 BAC laws, funding support for the Michigan Department of State's (MDOS) Automated Ignition Interlock Violation Management System, and a project with Mothers Against Drunk Driving to create a victim impact video for court systems around the state. Underage drinking enforcement funding will increase tenfold in FY 2015 and there will be new projects funded in underage drinking prevention. OHSP will also sponsor at least one offering of the "Using Social Media as an Investigative Tool" course this coming year.

MOTORCYCLE SAFETY

In Michigan, nearly 20 percent of registered motorcycles are operated by an unendorsed rider. In crashes, nearly 58 percent of all motorcyclists are unendorsed and nearly 85 percent of motorcyclists killed have had no formal training in the last 10 years. Clearly, the unendorsed rider, or "Shadow Rider," is a major contributor to the motorcycle crash, injury, and fatality picture. In FY 2015, OHSP will continue to work with MDOS's Motorcycle Safety Program to conduct another promotional mailing to the state's "Shadow Riders" as well as sponsorship of the Basic Rider and Returning Rider Courses along with professional development training for Rider Coaches. Special efforts will be made to work with the law enforcement community to increase enforcement of Michigan's motorcycle licensing law requiring a motorcycle endorsement for operators. OHSP will also initiate a major initiative to promote high-visibility riding gear through a pilot project to distribute up to 9,000 high-visibility motorcycle vests to riders who pass MDOS's Basic or Advanced Rider Training.

OTHER PROJECTS

While seat belts, impaired driving, and motorcycle safety show the greatest promise for quick and cost-efficient reductions in injuries and fatalities, much more is planned, including, but not limited to:

- Funding a statewide study of pedestrian and bicycle crash causes, best practices, and successful countermeasures.
- Year three of the *Drive Slow on Ice and Snow* winter driving campaign.

- *Strive For a Safer Drive* program will continue in up to 50 high schools in the top ranked counties for teen driver fatal and injury crashes.
- A distracted driving enforcement pilot project.
- The Traffic Safety Specialist Program for law enforcement officers, modeled after a program in Maryland, will provide officers with the opportunity to receive professional designation based on their level of experience, training, and proficiency in highway safety.
- Funding support for a statewide EMS Assessment, Traffic Incident Management Training, a five-year analysis of EMS crash data, and the upper peninsula EMS Conference.
- Over \$1 million in funding support for traffic records initiatives to improve our understanding and analysis of traffic crashes in Michigan.
- The 20th Michigan Traffic Safety Summit at the Kellogg Hotel and Conference Center on the campus of Michigan State University in East Lansing, March 24-26, 2015.

We look forward to working with our traffic safety partners on these and many other initiatives on the drive to zero deaths on Michigan roadways.

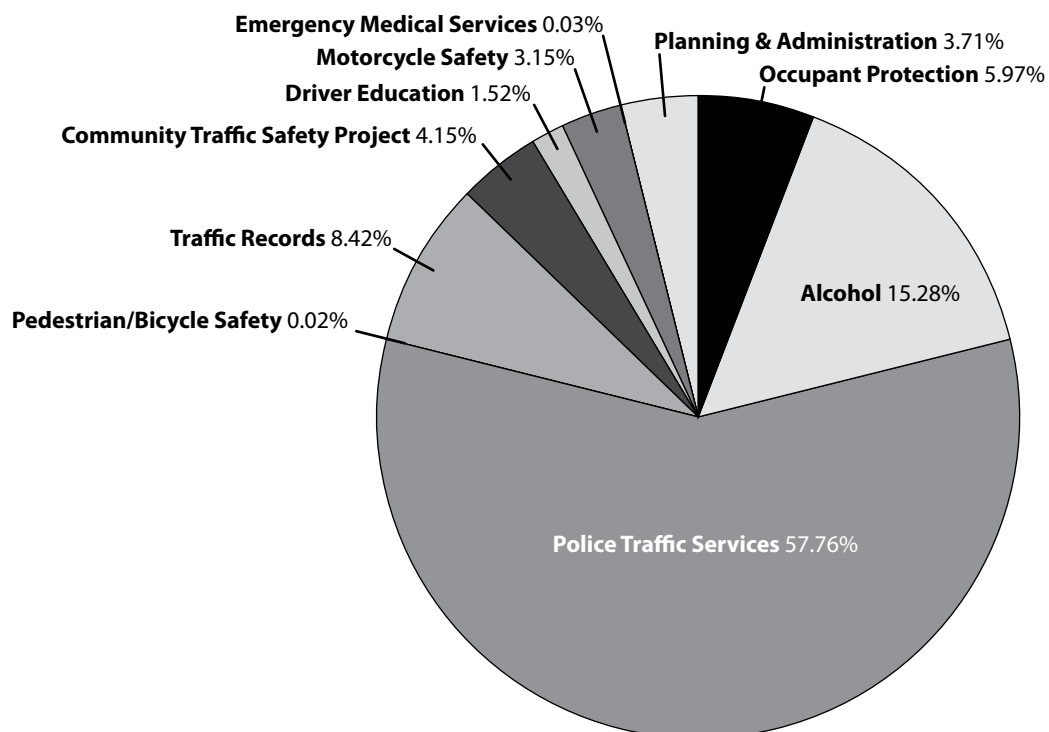


OHSP Status Report

FISCAL YEAR 2014

Updated as of: 12/15/2014

| | 402 | 405 | 410 | 408 | 2010 | 2011 | FMCSA | 405(b) | 405(c) | 405(d) | 405(f) | 402 PM | 405 PM | FMCSA PM | 405(b) PM | 405(d) PM | TOTAL | PERCENT |
|----------------------------------|------------------|---------------|----------------|----------------|---------------|----------------|----------------|----------------|----------------|------------------|---------------|---------------|----------------|---------------|----------------|------------------|-------------------|----------------|
| Occupant Protection | 306,514 | | | | | 338,170 | | 199,820 | | | | | | | | | 844,504 | 5.97% |
| Alcohol | 478,041 | | 601,404 | | | | | | | 1,081,532 | | | | | | | 2,160,977 | 15.28% |
| Police Traffic Services | 4,261,570 | 16,686 | 18,494 | | | | 226,600 | 235,506 | | | | | 350,000 | 59,127 | 389,401 | 2,613,033 | 8,170,417 | 57.76% |
| Pedestrian/Bicycle Safety | 2,636 | | | | | | | | | | | | | | | | 2,636 | 0.02% |
| Traffic Records | 643,080 | | | 192,031 | | | | | 355,577 | | | | | | | | 1,190,688 | 8.42% |
| Community Traffic Safety Project | 534,124 | | | | | | | | | | | 52,434 | | | | | 586,558 | 4.15% |
| Driver Education | 214,387 | | | | | | | | | | | | | | | | 214,387 | 1.52% |
| Motorcycle Safety | 229,059 | | | | 41,949 | | | | | | 78,716 | | | | 95,850 | | 445,574 | 3.15% |
| Emergency Medical Services | 4,721 | | | | | | | | | | | | | | | | 4,721 | 0.03% |
| Planning & Administration | 524,266 | | | | | | | | | | | | | | | | 524,266 | 3.71% |
| Grand Total | 7,198,398 | 16,686 | 619,898 | 192,031 | 41,949 | 338,170 | 226,600 | 435,326 | 355,577 | 1,081,532 | 78,716 | 52,434 | 350,000 | 59,127 | 485,251 | 2,613,033 | 14,144,728 | 100.00% |



ANNUAL EVALUATION REPORT 2014

| Prog Area | Fund | Task Description | Grantee ID | Planned | Oblig | Apprvd Grnt | Total Pmts |
|-----------|------------|------------------------------------|--------------------------------------|------------|--------------|-------------|------------|
| OP | 402 | TK #2 Evaluation | Planned Amount | 145,000.00 | | | 0.00 |
| | | | OP-14-03 Wayne State University | | 145,000.00 | 145,000.00 | 143,067.00 |
| | | TK #2 Evaluation Total | | 145,000.00 | 145,000.00 | 145,000.00 | 143,067.00 |
| | | TK #3 Program Management | Planned Amount | 186,000.00 | | | 0.00 |
| | | | CP-14-02 OHSP | | 185,306.00 | 185,306.00 | 163,447.00 |
| | | TK #3 Program Management Total | | 186,000.00 | 185,306.00 | 185,306.00 | 163,447.00 |
| | | Unallocated to Grants | Oblig Bal 402 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | 402 Total | | | 331,000.00 | 330,306.00 | 330,306.00 | 306,514.00 |
| | 405 | Unallocated to Grants | Oblig Bal 405 funds | | 8,844.04 | | 0.00 |
| | | Unallocated to Grants Total | | | 8,844.04 | | 0.00 |
| | 405 Total | | | | 8,844.04 | | 0.00 |
| | 2011 | TK #1 Child Passenger Safety | Planned Amount | 376,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 365,222.00 | 365,222.00 | 322,270.00 |
| | | TK #1 Child Passenger Safety Total | | 376,000.00 | 365,222.00 | 365,222.00 | 322,270.00 |
| | | TK #2 Evaluation | Planned Amount | 81,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 15,900.00 | 15,900.00 | 15,900.00 |
| | | | CP-14-03 OHSP | | 65,000.00 | 65,000.00 | 0.00 |
| | | TK #2 Evaluation Total | | 81,000.00 | 80,900.00 | 80,900.00 | 15,900.00 |
| | | Unallocated to Grants | Oblig Bal 2011 funds | | 135,010.33 | | 0.00 |
| | | Unallocated to Grants Total | | | 135,010.33 | | 0.00 |
| | 2011 Total | | | 457,000.00 | 581,132.33 | 446,122.00 | 338,170.00 |
| | 405b | TK #1 Child Passenger Safety | Planned Amount | 186,000.00 | 0.00 | | 0.00 |
| | | | OP-13-03 Marquette City Health Dept. | | 24,086.00 | 24,086.00 | 24,086.00 |
| | | | OP-14-01 City of St. Ignace | | 161,550.00 | 161,550.00 | 151,696.00 |
| | | TK #1 Child Passenger Safety Total | | 186,000.00 | 185,636.00 | 185,636.00 | 175,782.00 |
| | | TK #2 Evaluation | | | | | |
| | | | Planned Amount | 25,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 25,000.00 | 25,000.00 | 24,038.00 |
| | | TK #2 Evaluation Total | | 25,000.00 | 25,000.00 | 25,000.00 | 24,038.00 |
| | 405b Total | | | 211,000.00 | 210,636.00 | 210,636.00 | 199,820.00 |
| OP Total | | | | 999,000.00 | 1,130,918.37 | 987,064.00 | 844,504.00 |
| AL | 402 | TK #5 Program Management | Planned Amount | 544,000.00 | | | 0.00 |
| | | | CP-14-02 OHSP | | 534,531.00 | 534,531.00 | 478,041.00 |
| | | TK #5 Program Management Total | | 544,000.00 | 534,531.00 | 534,531.00 | 478,041.00 |
| | | Unallocated to Grants | Oblig Bal 402 funds | | 14,024.71 | | 0.00 |
| | | Unallocated to Grants Total | | | 14,024.71 | | 0.00 |
| | 402 Total | | | 544,000.00 | 548,555.71 | 534,531.00 | 478,041.00 |
| | 410 | TK #1 Enforcement Support | Planned Amount | 730,000.00 | | | 0.00 |
| | | | AL-14-01 MSP | | 445,000.00 | 445,000.00 | 233,318.00 |
| | | | AL-14-02 MSP | | 138,683.00 | 138,683.00 | 112,793.00 |
| | | | CP-14-01 OHSP | | 145,000.00 | 145,000.00 | 125,940.00 |
| | | TK #1 Enforcement Support Total | | 730,000.00 | 728,683.00 | 728,683.00 | 472,051.00 |
| | | TK #3 Reducing Underage Drinking | Planned Amount | 200,000.00 | | | 0.00 |
| | | | AL-14-07 Grosse Ile Police Dept. | | 30,000.00 | 30,000.00 | 26,870.00 |
| | | | AL-14-08 Ottawa Co. Sheriff's Office | | 24,970.00 | 24,970.00 | 16,887.00 |

| Prog Area | Fund | Task Description | Grantee ID | Planned | Oblig | Apprvd Grnt | Total Pmts |
|-----------------|-------------------|---|---|---------------------|---------------------|---------------------|---------------------|
| | | | AL-14-09 Meridian Twp Police Dept. | | 15,000.00 | 15,000.00 | 15,000.00 |
| | | | AL-14-10 Houghton Police Dept. | | 4,970.00 | 4,970.00 | 2,659.00 |
| | | | AL-14-11 Mecosta Co. Sheriff's Dept. | | 7,500.00 | 7,500.00 | 5,015.00 |
| | | | AL-14-12 Muskegon Co. Sheriff's Dept. | | 9,999.00 | 9,999.00 | 6,461.00 |
| | | | AL-14-13 St. Clair Co. Sheriff's Dept. | | 24,999.00 | 24,999.00 | 20,020.00 |
| | | | AL-14-14 Detroit Police Dept. | | 30,000.00 | 30,000.00 | 27,387.00 |
| | | | AL-14-15 Grand Blanc Twp Police Dept. | | 7,495.00 | 7,495.00 | 6,834.00 |
| | | | AL-14-16 Washtenaw Co. Sheriff's Dept. | | 14,945.00 | 14,945.00 | 2,220.00 |
| | | TK #3 Reducing Underage Drinking Total | | 200,000.00 | 169,878.00 | 169,878.00 | 129,353.00 |
| | | Unallocated to Grants | Oblig Bal 410 funds | | 220,495.17 | | 0.00 |
| | | Unallocated to Grants Total | | | 220,495.17 | | 0.00 |
| | 410 Total | | | 930,000.00 | 1,119,056.17 | 898,561.00 | 601,404.00 |
| | 405d | TK #1 Enforcement Support | Planned Amount | 14,000.00 | | | 0.00 |
| | | | AL-14-03 PAAM | | 3,500.00 | 3,500.00 | 3,500.00 |
| | | TK #1 Enforcement Support Total | | 14,000.00 | 3,500.00 | 3,500.00 | 3,500.00 |
| | | TK #2 Adjudication | Planned Amount | 1,725,000.00 | | | 0.00 |
| | | | AL-14-03 PAAM | | 298,200.00 | 298,200.00 | 290,097.00 |
| | | | AL-14-05 SCAO | | 1,294,900.00 | 1,294,900.00 | 706,287.00 |
| | | | AL-14-06 MJJ | | 79,593.00 | 79,593.00 | 54,805.00 |
| | | TK #2 Adjudication Total | | 1,725,000.00 | 1,672,693.00 | 1,672,693.00 | 1,051,189.00 |
| | | TK #4 Evaluation | Planned Amount | 27,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 27,000.00 | 27,000.00 | 26,843.00 |
| | | TK #4 Evaluation Total | | 27,000.00 | 27,000.00 | 27,000.00 | 26,843.00 |
| | | Unallocated to Grants | Oblig Bal 405d funds | | 4,604,628.52 | | 0.00 |
| | | Unallocated to Grants Total | | | 4,604,628.52 | | 0.00 |
| | | TK #1 Adjudication | CP-14-01 OHSP | | 10,000.00 | 10,000.00 | 0.00 |
| | | TK #1 Adjudication Total | | | 10,000.00 | 10,000.00 | 0.00 |
| | 405d Total | | | 1,766,000.00 | 6,317,821.52 | 1,713,193.00 | 1,081,532.00 |
| AL Total | | | | 3,240,000.00 | 7,985,433.40 | 3,146,285.00 | 2,160,977.00 |
| PT | 402 | TK #1 Traffic Enforcement | Planned Amount | 3,585,000.00 | | | 0.00 |
| | | | PT-14-02 Strategic Traffic Enforcement Program | | 49,999.00 | 49,999.00 | 30,412.00 |
| | | | PT-14-03 Jackson Traffic Safety Program | | 41,999.00 | 41,999.00 | 35,032.00 |
| | | | PT-14-04 Strategic Traffic Enforcement Program | | 19,417.00 | 19,417.00 | 14,803.00 |
| | | | PT-14-05 Strategic Traffic Enforcement Program | | 449,157.00 | 449,157.00 | 449,157.00 |
| | | | PT-14-06 Strategic Traffic Enforcement Program | | 229,995.00 | 229,995.00 | 194,486.00 |
| | | | PT-14-07 Strategic Traffic Enforcement Program | | 275,000.00 | 275,000.00 | 273,903.00 |
| | | | PT-14-08 Strategic Traffic Enforcement Program | | 57,999.00 | 57,999.00 | 53,393.00 |
| | | | PT-14-09 OHSP Strategic Traffic Enforcement Grant | | 60,998.00 | 60,998.00 | 49,146.00 |
| | | | PT-14-10 Strategic Traffic Enforcement Program | | 39,946.00 | 39,946.00 | 32,356.00 |

ANNUAL EVALUATION REPORT 2014

| Prog Area | Fund | Task Description | Grantee ID | Planned | Oblig | Apprvd Grnt | Total Pmts |
|-----------|------|--|---|--------------|--------------|--------------|--------------|
| | | | PT-14-11 Strategic Traffic Enforcement Program | | 99,961.00 | 99,961.00 | 56,517.00 |
| | | | PT-14-12 Strategic Traffic Enforcement Program | | 15,869.00 | 15,869.00 | 12,726.00 |
| | | | PT-14-13 Strategic Traffic Enforcement Program | | 20,999.00 | 20,999.00 | 20,996.00 |
| | | | PT-14-14 8th District Strategic Traffic Enforcement Program | | 111,977.00 | 111,977.00 | 109,861.00 |
| | | | PT-14-15 Strategic Traffic Enforcement Program | | 109,570.00 | 109,570.00 | 96,279.00 |
| | | | PT-14-16 Seventh District Strategic Traffic Enforcement Program | | 50,813.00 | 50,813.00 | 50,813.00 |
| | | | PT-14-17 3rd District Strategic Traffic Enforcement Program | | 138,465.00 | 138,465.00 | 92,655.00 |
| | | | PT-14-18 1st District Strategic Traffic Enforcement Program | | 165,399.00 | 165,399.00 | 119,047.00 |
| | | | PT-14-19 6th District Strategic Traffic Enforcement Program | | 84,408.00 | 84,408.00 | 76,675.00 |
| | | | PT-14-20 5th District Strategic Traffic Enforcement Program | | 130,999.00 | 130,999.00 | 107,214.00 |
| | | | PT-14-21 Strategic Traffic Enforcement Program | | 240,000.00 | 240,000.00 | 237,600.00 |
| | | | PT-14-22 Strategic Traffic Enforcement Program | | 87,999.00 | 87,999.00 | 68,522.00 |
| | | | PT-14-23 Strategic Traffic Enforcement Program | | 224,980.00 | 224,980.00 | 165,039.00 |
| | | | PT-14-24 Strategic Traffic Enforcement Program | | 14,941.00 | 14,941.00 | 8,656.00 |
| | | | PT-14-25 Strategic Traffic Enforcement Program | | 224,975.00 | 224,975.00 | 212,145.00 |
| | | | PT-14-26 Strategic Traffic Enforcement Program | | 48,000.00 | 48,000.00 | 45,472.00 |
| | | | PT-14-27 Traffic Enforcement Grant | | 17,970.00 | 17,970.00 | 17,970.00 |
| | | | PT-14-28 Strategic Traffic Enforcement Program | | 74,776.00 | 74,776.00 | 61,139.00 |
| | | | PT-14-29 Strategic Traffic Enforcement Program | | 160,000.00 | 160,000.00 | 115,154.00 |
| | | | PT-14-30 Strategic Traffic Enforcement Plan | | 12,999.00 | 12,999.00 | 12,073.00 |
| | | | PT-14-32 Strategic Traffic Enforcement Program | | 71,864.00 | 71,864.00 | 67,429.00 |
| | | | PT-14-33 Strategic Traffic Enforcement Program | | 37,000.00 | 37,000.00 | 26,315.00 |
| | | TK #1 Traffic Enforcement Total | | 3,585,000.00 | 3,368,474.00 | 3,368,474.00 | 2,912,985.00 |
| | | TK #2 Enforcement Support | Planned Amount | 70,000.00 | | | 0.00 |
| | | | PT-14-05 Strategic Traffic Enforcement Program | | 20,000.00 | 20,000.00 | 540.00 |
| | | | PT-14-09 OHSP Strategic Traffic Enforcement Grant | | 15,000.00 | 15,000.00 | 14,939.00 |
| | | | PT-14-14 8th District Strategic Traffic Enforcement Program | | 5,000.00 | 5,000.00 | 4,936.00 |
| | | | PT-14-34 MACP Award Grant | | 9,959.00 | 9,959.00 | 9,287.00 |
| | | TK #2 Enforcement Support Total | | 70,000.00 | 49,959.00 | 49,959.00 | 29,702.00 |
| | | TK #3 Education and Communication | Planned Amount | 125,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 15,000.00 | 15,000.00 | 4,481.00 |
| | | | CP-14-03 OHSP | | 110,000.00 | 110,000.00 | 67,029.00 |

| Prog Area | Fund | Task Description | Grantee ID | Planned | Oblig | Apprvd Grnt | Total Pmts |
|-----------|---------------------|---|---|---------------------|---------------------|---------------------|---------------------|
| | | TK #3 Education and Communication Total | | 125,000.00 | 125,000.00 | 125,000.00 | 71,510.00 |
| | | TK #4 Evaluation | Planned Amount | 207,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 132,000.00 | 132,000.00 | 131,000.00 |
| | | | PT-14-31 Western Michigan University | | 73,496.00 | 73,496.00 | 73,294.00 |
| | | TK #4 Evaluation Total | | 207,000.00 | 205,496.00 | 205,496.00 | 204,294.00 |
| | | TK #5 Program Management | Planned Amount | 1,187,000.00 | | | 0.00 |
| | | | CP-14-02 OHSP | | 1,182,573.00 | 1,182,573.00 | 1,043,079.00 |
| | | TK #5 Program Management Total | | 1,187,000.00 | 1,182,573.00 | 1,182,573.00 | 1,043,079.00 |
| | | Unallocated to Grants | Oblig Bal 402 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | 402 Total | | | 5,174,000.00 | 4,931,502.00 | 4,931,502.00 | 4,261,570.00 |
| | 405 | TK #3 Education and Communication | Planned Amount | 20,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 20,000.00 | 20,000.00 | 16,686.00 |
| | | TK #3 Education and Communication Total | | 20,000.00 | 20,000.00 | 20,000.00 | 16,686.00 |
| | 405 Total | | | 20,000.00 | 20,000.00 | 20,000.00 | 16,686.00 |
| | 410 | TK #1 Traffic Enforcement | Planned Amount | 20,000.00 | | | 0.00 |
| | | | PT-14-35 Traffic Enforcement Grant | | 20,000.00 | 20,000.00 | 18,494.00 |
| | | TK #1 Traffic Enforcement Total | | 20,000.00 | 20,000.00 | 20,000.00 | 18,494.00 |
| | 410 Total | | | 20,000.00 | 20,000.00 | 20,000.00 | 18,494.00 |
| | 405 PM | TK #3 Education and Communication | Planned Amount | 350,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 350,000.00 | 350,000.00 | 350,000.00 |
| | | TK #3 Education and Communication Total | | 350,000.00 | 350,000.00 | 350,000.00 | 350,000.00 |
| | | Unallocated to Grants | Oblig Bal 405 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | 405 PM Total | | | 350,000.00 | 350,000.00 | 350,000.00 | 350,000.00 |
| | 410 PM | Unallocated to Grants | Oblig Bal 410 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | 410 PM Total | | | | 0.00 | | 0.00 |
| | FMCSA | TK #6 Targeting Aggressive Cars and Trucks | Planned Amount | 385,000.00 | | | 0.00 |
| | | | CP-14-02 OHSP | | 35,400.00 | 35,400.00 | 11,122.00 |
| | | | TS-14-01 MSP | | 29,207.00 | 29,207.00 | 28,432.00 |
| | | | TS-14-02 MSP | | 26,098.00 | 26,098.00 | 26,098.00 |
| | | | TS-14-03 Ottawa Co. Sheriff's Office | | 21,631.00 | 21,631.00 | 16,172.00 |
| | | | TS-14-05 Wyoming Police Dept. | | 75,598.00 | 75,598.00 | 68,766.00 |
| | | | TS-14-06 Regents of the University of MI | | 75,138.00 | 75,138.00 | 75,095.40 |
| | | | CP-14-03 OHSP | | 3,753.00 | 3,753.00 | 915.00 |
| | | TK #6 Targeting Aggressive Cars and Trucks Total | | 385,000.00 | 266,825.00 | 266,825.00 | 226,600.40 |
| | FMCSA Total | | | 385,000.00 | 266,825.00 | 266,825.00 | 226,600.40 |
| | 405b | TK #1 Enforcement Support | PT-14-14 8th District Strategic Traffic Enforcement Program | | 45,000.00 | 45,000.00 | 29,998.00 |
| | | TK #1 Enforcement Support Total | | | 45,000.00 | 45,000.00 | 29,998.00 |
| | | TK #1 Traffic Enforcement | Planned Amount | 120,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 10,000.00 | 10,000.00 | 9,934.00 |

ANNUAL EVALUATION REPORT 2014

| Prog Area | Fund | Task Description | Grantee ID | Planned | Oblig | Apprvd Grnt | Total Pmts |
|-----------------|-----------------------|---|---|---------------------|---------------------|---------------------|---------------------|
| | | | PT-14-16 7th District Strategic Traffic Enforcement Program | | 53,499.00 | 53,499.00 | 51,172.00 |
| | | TK #1 Traffic Enforcement Total | | 120,000.00 | 63,499.00 | 63,499.00 | 61,106.00 |
| | | TK #2 Enforcement Support | Planned Amount | 25,000.00 | | | 0.00 |
| | | | PT-14-05 Strategic Traffic Enforcement Program | | 25,000.00 | 25,000.00 | 12,785.00 |
| | | TK #2 Enforcement Support Total | | 25,000.00 | 25,000.00 | 25,000.00 | 12,785.00 |
| | | TK #3 Education and Communication | Planned Amount | 198,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 198,000.00 | 198,000.00 | 131,617.00 |
| | | TK #3 Education and Communication Total | | 198,000.00 | 198,000.00 | 198,000.00 | 131,617.00 |
| | 405b Total | | | 343,000.00 | 331,499.00 | 331,499.00 | 235,506.00 |
| | 405b PM | TK #3 Education and Communication | Planned Amount | 650,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 650,000.00 | 650,000.00 | 389,401.00 |
| | | TK #3 Education and Communication Total | | 650,000.00 | 650,000.00 | 650,000.00 | 389,401.00 |
| | 405b PM Total | | | 650,000.00 | 650,000.00 | 650,000.00 | 389,401.00 |
| | 405d PM | TK #3 Education and Communication | Planned Amount | 2,800,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 2,800,000.00 | 2,800,000.00 | 2,613,033.00 |
| | | TK #3 Education and Communication Total | | 2,800,000.00 | 2,800,000.00 | 2,800,000.00 | 2,613,033.00 |
| | | Unallocated to Grants | | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | 405d PM Total | | | 2,800,000.00 | 2,800,000.00 | 2,800,000.00 | 2,613,033.00 |
| | FMCSA PM | TK #6 Ticketing Aggressive Cars and Trucks | CP-14-03 OHSP | | 65,000.00 | 65,000.00 | 59,127.00 |
| | | TK #6 Ticketing Aggressive Cars and Trucks Total | | | 65,000.00 | 65,000.00 | 59,127.00 |
| | FMCSA PM Total | | | | 65,000.00 | 65,000.00 | 59,127.00 |
| PT Total | | | | 9,742,000.00 | 9,434,826.00 | 9,434,826.00 | 8,170,417.40 |
| PS | 402 | TK #1 Education and Communication | Planned Amount | 10,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 10,000.00 | 10,000.00 | 0.00 |
| | | TK #1 Education and Communication Total | | 10,000.00 | 10,000.00 | 10,000.00 | 0.00 |
| | | TK #2 Program Management | Planned Amount | 3,000.00 | | | 0.00 |
| | | | CP-14-02 OHSP | | 2,989.00 | 2,989.00 | 2,636.00 |
| | | TK #2 Program Management Total | | 3,000.00 | 2,989.00 | 2,989.00 | 2,636.00 |
| | | Unallocated to Grants | Oblig Bal 402 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | 402 Total | | | 13,000.00 | 12,989.00 | 12,989.00 | 2,636.00 |
| PS Total | | | | 13,000.00 | 12,989.00 | 12,989.00 | 2,636.00 |
| TR | 402 | TK #1 Enforcement Support | Planned Amount | 25,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 25,000.00 | 25,000.00 | 3,092.00 |
| | | TK #1 Enforcement Support Total | | 25,000.00 | 25,000.00 | 25,000.00 | 3,092.00 |
| | | TK #2 Education and Communication | Planned Amount | 350,000.00 | | | 0.00 |
| | | | TR-14-01 Regents of the University of MI | | 350,000.00 | 350,000.00 | 350,000.00 |
| | | TK #2 Education and Communication Total | | 350,000.00 | 350,000.00 | 350,000.00 | 350,000.00 |
| | | TK #4 Program Management | Planned Amount | 330,000.00 | | | 0.00 |
| | | | CP-14-02 OHSP | | 328,769.00 | 328,769.00 | 289,988.00 |
| | | TK #4 Program Management Total | | 330,000.00 | 328,769.00 | 328,769.00 | 289,988.00 |
| | | Unallocated to Grants | | | | | |

| Prog Area | Fund | Task Description | Grantee ID | Planned | Oblig | Apprvd Grnt | Total Pmts |
|-----------------|---------------------|---|--|---------------------|---------------------|---------------------|---------------------|
| | | | Oblig Bal 402 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | 402 Total | | | 705,000.00 | 703,769.00 | 703,769.00 | 643,080.00 |
| | 403 | Unallocated to Grants | Oblig Bal 403 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | 403 Total | | | | 0.00 | | 0.00 |
| | 408 | TK #1 Enforcement Support | Planned Amount | 519,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 158,526.00 | 158,526.00 | 158,526.00 |
| | | | TR-14-02 MSP-CJIC | | 225,000.00 | 225,000.00 | 33,505.00 |
| | | TK #1 Enforcement Support Total | | 519,000.00 | 383,526.00 | 383,526.00 | 192,031.00 |
| | | TK #3 Evaluation | Planned Amount | 0.00 | | | 0.00 |
| | | TK #3 Evaluation Total | | 0.00 | | | 0.00 |
| | | Unallocated to Grants | Oblig Bal 408 funds | | 0.78 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.78 | | 0.00 |
| | 408 Total | | | 519,000.00 | 383,526.78 | 383,526.00 | 192,031.00 |
| | 405c | TK #1 Enforcement Support | Planned Amount | 886,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 727,474.00 | 727,474.00 | 355,577.00 |
| | | TK #1 Enforcement Support Total | | 886,000.00 | 727,474.00 | 727,474.00 | 355,577.00 |
| | | TK #3 Evaluation | Planned Amount | 5,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 5,000.00 | 5,000.00 | 0.00 |
| | | TK #3 Evaluation Total | | 5,000.00 | 5,000.00 | 5,000.00 | 0.00 |
| | | Unallocated to Grants | Oblig Bal 405c funds | | 2,566,107.16 | | 0.00 |
| | | Unallocated to Grants Total | | | 2,566,107.16 | | 0.00 |
| | 405c Total | | | 891,000.00 | 3,298,581.16 | 732,474.00 | 355,577.00 |
| TR Total | | | | 2,115,000.00 | 4,385,876.94 | 1,819,769.00 | 1,190,688.00 |
| CP | 402 | TK #1 Education and Communication | Planned Amount | 431,000.00 | | | 0.00 |
| | | | CP-14-04 MSP | | 187,487.00 | 187,487.00 | 174,264.00 |
| | | | CP-14-03 OHSP | | 243,000.00 | 243,000.00 | 211,373.00 |
| | | TK #1 Education and Communication Total | | 431,000.00 | 430,487.00 | 430,487.00 | 385,637.00 |
| | | TK #2 Program Management | Planned Amount | 127,000.00 | | | 0.00 |
| | | | CP-14-02 OHSP | | 126,526.00 | 126,526.00 | 111,603.00 |
| | | TK #2 Program Management Total | | 127,000.00 | 126,526.00 | 126,526.00 | 111,603.00 |
| | | Unallocated to Grants | | | | | |
| | | | Oblig Bal 402 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | | TK #3 Governors Highway Safety Association Total | Planned Amount | 48,000.00 | | | 0.00 |
| | | TK #3 Governors Highway Safety Association | CP-14-05 Governors Highway Safety Assoc. | | 40,600.00 | 40,600.00 | 36,884.00 |
| | | TK #3 Governors Highway Safety Association Total | | | 40,600.00 | 40,600.00 | 36,884.00 |
| | 402 Total | | | 606,000.00 | 597,613.00 | 597,613.00 | 534,124.00 |
| | 402 PM | TK #1 Education and Communication | Planned Amount | 55,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 55,000.00 | 55,000.00 | 52,434.00 |
| | | TK #1 Education and Communication Total | | 55,000.00 | 55,000.00 | 55,000.00 | 52,434.00 |
| | 402 PM Total | | | 55,000.00 | 55,000.00 | 55,000.00 | 52,434.00 |
| CP Total | | | | 661,000.00 | 652,613.00 | 652,613.00 | 586,558.00 |

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| Prog Area | Fund | Task Description | Grantee ID | Planned | Oblig | Apprvd Grnt | Total Pmts |
|-----------------|-------------------|--|------------------------------------|-------------------|---------------------|-------------------|-------------------|
| DE | 402 | TK #1 Education and Communication | Planned Amount | 176,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 72,000.00 | 72,000.00 | 66,428.00 |
| | | | DE-14-01 Michigan State University | | 85,000.00 | 85,000.00 | 73,062.00 |
| | | | DE-14-02 Prevention Network Inc | | 19,000.00 | 19,000.00 | 15,458.00 |
| | | TK #1 Education and Communication Total | | 176,000.00 | 176,000.00 | 176,000.00 | 154,948.00 |
| | | TK #2 Program Management | Planned Amount | 46,000.00 | | | 0.00 |
| | | | CP-14-02 OHSP | | 45,828.00 | 45,828.00 | 40,424.00 |
| | | TK #2 Program Management Total | | 46,000.00 | 45,828.00 | 45,828.00 | 40,424.00 |
| | | Unallocated to Grants | Oblig Bal 402 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | | TK #3 Assessments | | | | | |
| | | | Planned Amount | 25,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 25,000.00 | 25,000.00 | 19,015.00 |
| | | TK #3 Assessments Total | | 25,000.00 | 25,000.00 | 25,000.00 | 19,015.00 |
| | 402 Total | | | 247,000.00 | 246,828.00 | 246,828.00 | 214,387.00 |
| DE Total | | | | 247,000.00 | 246,828.00 | 246,828.00 | 214,387.00 |
| MC | 402 | TK #1 Training and Education | Planned Amount | 80,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 80,000.00 | 80,000.00 | 74,399.00 |
| | | TK #1 Training and Education Total | | 80,000.00 | 80,000.00 | 80,000.00 | 74,399.00 |
| | | TK #2 Program Management | Planned Amount | 176,000.00 | | | 0.00 |
| | | | CP-14-02 OHSP | | 175,344.00 | 175,344.00 | 154,660.00 |
| | | TK #2 Program Management Total | | 176,000.00 | 175,344.00 | 175,344.00 | 154,660.00 |
| | | Unallocated to Grants | | | | | |
| | | | Oblig Bal 402 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | 402 Total | | | 256,000.00 | 255,344.00 | 255,344.00 | 229,059.00 |
| | 2010 | TK #1 Training and Education | Planned Amount | 43,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 23,561.00 | 23,561.00 | 23,560.00 |
| | | | MC-14-01 Motorcycle Training Grant | | 18,389.00 | 18,389.00 | 18,389.00 |
| | | TK #1 Training and Education Total | | 43,000.00 | 41,950.00 | 41,950.00 | 41,949.00 |
| | | Unallocated to Grants | | | | | |
| | | | Oblig Bal 2010 funds | | 0.05 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.05 | | 0.00 |
| | 2010 Total | | | 43,000.00 | 41,950.05 | 41,950.00 | 41,949.00 |
| | 405b | TK #1 Training and Education | Planned Amount | 60,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 60,000.00 | 60,000.00 | 0.00 |
| | | TK #1 Training and Education Total | | 60,000.00 | 60,000.00 | 60,000.00 | 0.00 |
| | | Unallocated to Grants | Oblig Bal 405b funds | | 1,810,966.75 | | 0.00 |
| | | Unallocated to Grants Total | | | 1,810,966.75 | | 0.00 |
| | 405b Total | | | 60,000.00 | 1,870,966.75 | 60,000.00 | 0.00 |
| | 405f | TK #1 Training and Education | Planned Amount | 203,000.00 | | | 0.00 |
| | | | MC-14-01 Motorcycle Training Grant | | 202,352.00 | 202,352.00 | 78,716.00 |

| Prog Area | Fund | Task Description | Grantee ID | Planned | Oblig | Apprvd Grnt | Total Pmts |
|--------------------|-----------------------|--|-----------------------|----------------------|----------------------|----------------------|----------------------|
| | | TK #1 Training and Education Total | | 203,000.00 | 202,352.00 | 202,352.00 | 78,716.00 |
| | | Unallocated to Grants | | | | | |
| | | | Oblig Bal 405f funds | | 84,281.27 | | 0.00 |
| | | Unallocated to Grants Total | | | 84,281.27 | | 0.00 |
| | 405f Total | | | 203,000.00 | 286,633.27 | 202,352.00 | 78,716.00 |
| | 405b PM | TK #1 Training and Education | Planned Amount | 110,000.00 | | | 0.00 |
| | | | CP-14-03 OHSP | | 110,000.00 | 110,000.00 | 95,850.00 |
| | | TK #1 Training and Education Total | | 110,000.00 | 110,000.00 | 110,000.00 | 95,850.00 |
| | | Unallocated to Grants | | | | | |
| | | | | | 639,315.52 | | 0.00 |
| | | Unallocated to Grants Total | | | 639,315.52 | | 0.00 |
| | 405b PM Total | | | 110,000.00 | 749,315.52 | 110,000.00 | 95,850.00 |
| MC Total | | | | 672,000.00 | 3,204,209.59 | 669,646.00 | 445,574.00 |
| EM | 402 | TK #1 EMS Support | Planned Amount | 13,000.00 | | | 0.00 |
| | | | CP-14-01 OHSP | | 13,000.00 | 13,000.00 | 1,207.00 |
| | | TK #1 EMS Support Total | | 13,000.00 | 13,000.00 | 13,000.00 | 1,207.00 |
| | | TK #2 Program Management | | 4,000.00 | | | 0.00 |
| | | | CP-14-02 OHSP | | 3,985.00 | 3,985.00 | 3,514.00 |
| | | TK #2 Program Management Total | | 4,000.00 | 3,985.00 | 3,985.00 | 3,514.00 |
| | | Unallocated to Grants | Oblig Bal 402 funds | | 1,142.62 | | 0.00 |
| | | Unallocated to Grants Total | | | 1,142.62 | | 0.00 |
| | 402 Total | | | 17,000.00 | 18,127.62 | 16,985.00 | 4,721.00 |
| EM Total | | | | 17,000.00 | 18,127.62 | 16,985.00 | 4,721.00 |
| PA | 402 | TK #1 Planning and Administration | | 673,000.00 | | | 0.00 |
| | | | PA-14-01 OHSP | | 524,266.00 | 524,266.00 | 524,266.00 |
| | | TK #1 Planning and Administration Total | | 673,000.00 | 524,266.00 | 524,266.00 | 524,266.00 |
| | | Unallocated to Grants | Oblig Bal 402 funds | | 0.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 0.00 | | 0.00 |
| | 402 Total | | | 673,000.00 | 524,266.00 | 524,266.00 | 524,266.00 |
| PA Total | | | | 673,000.00 | 524,266.00 | 524,266.00 | 524,266.00 |
| | FMCSA | | | | | | |
| | | Unallocated to Grants | Oblig Bal FMCSA funds | | (20,401.83)" | | 0.00 |
| | | Unallocated to Grants Total | | | (20,401.83)" | | 0.00 |
| | FMCSA Total | | | | (20,401.83)" | | 0.00 |
| | FMCSA PM | Unallocated to Grants | Oblig Bal FMCSA funds | | 16,571.00 | | 0.00 |
| | | Unallocated to Grants Total | | | 16,571.00 | | 0.00 |
| | FMCSA PM Total | | | | 16,571.00 | | 0.00 |
| Total | | | | | (3,830.83)" | | 0.00 |
| Grand Total | | | | 18,379,000.00 | 27,592,257.09 | 17,511,271.00 | 14,144,728.40 |

ANNUAL EVALUATION REPORT 2014

| Fund | Planned Amt | Obligated Amt | Approved Grants | Total Paid | Liquidation % | Fund |
|------------------------------|----------------------|----------------------|----------------------|----------------------|---------------|------------------------|
| Total 402 w/o PM | 8,566,000.00 | 8,169,300.33 | 8,154,133.00 | 7,198,398.00 | | |
| Total 402 PM | 55,000.00 | 55,000.00 | 55,000.00 | 52,434.00 | 88.16% | 402 + 402 PM |
| Total 405 w/o PM | 20,000.00 | 28,844.04 | 20,000.00 | 16,686.00 | | |
| Total 405 PM | 350,000.00 | 350,000.00 | 350,000.00 | 350,000.00 | 96.79% | 405 + 405 PM |
| Total 410 | 950,000.00 | 1,139,056.17 | 918,561.00 | 619,898.00 | 65.14% | 410 |
| Total 408 | 519,000.00 | 383,526.78 | 383,526.00 | 192,031.00 | 50.07% | 408 |
| Total 2010 | 43,000.00 | 41,950.05 | 41,950.00 | 41,949.00 | 100.00% | 2010 |
| Total 2011 | 457,000.00 | 581,132.33 | 446,122.00 | 338,170.00 | 58.19% | 2011 |
| Total 405(b) w/o PM | 614,000.00 | 2,413,101.75 | 602,135.00 | 435,326.00 | 18.04% | 405b |
| Total 405(b) PM | 760,000.00 | 1,399,315.52 | 760,000.00 | 485,251.00 | 34.68% | 405b PM |
| Total 405(c) | 891,000.00 | 3,298,581.16 | 732,474.00 | 355,577.00 | 10.78% | 405c |
| Total 405(d) w/o PM | 1,766,000.00 | 6,317,821.52 | 1,713,193.00 | 1,081,532.00 | 17.12% | 405d |
| Total 405(d) PM | 2,800,000.00 | 2,800,000.00 | 2,800,000.00 | 2,613,033.00 | 93.32% | 405d PM |
| Total 405(f) | 203,000.00 | 286,633.27 | 202,352.00 | 78,716.00 | 27.46% | 405f |
| Total FMCSA PM | - | 81,571.00 | 65,000.00 | 59,127.00 | 72.49% | FMCSA PM |
| Total FMCSA | 385,000.00 | 246,423.17 | 266,825.00 | 226,600.40 | 91.96% | FMCSA |
| Total NHTSA GTS Funds | 18,379,000.00 | 27,592,257.09 | 17,511,271.00 | 14,144,728.40 | 51.26% | Total GTS Funds |

Appendix

DRIVER ATTITUDE AND BELIEFS OMNIBUS SURVEY

600 Sample Survey
January 20, 2014

METHODOLOGY

The Glengariff Group, Inc., conducted a 600 sample, live operator telephone survey of statewide Michigan drivers. The survey was conducted from January 13-16, 2014. Eighty percent of respondents were contacted via land line telephone; 20 percent of respondents were contacted via cell phone telephone. The survey has a margin of error of +/-4.0% with a 95% level of confidence. The left column represents the aggregate survey percentage. The right column represents (n) or the raw number of respondents.

DRIVER ATTITUDE AND BELIEFS OMNIBUS SURVEY

Hello, my name is _____. I'm not selling anything. I am doing a survey of people in your community about traffic safety.

1. Could you please tell me what county you live in?

[CODE BY COUNTY LIST]

[RECORD PHONE NUMBER _____]

| | | |
|---------------------------|-------|-------|
| 1. Upper Peninsula | 3.2% | (19) |
| 2. Northwest Michigan | 4.7% | (28) |
| 3. Northeast Michigan | 2.0% | (12) |
| 4. West Michigan | 11.0% | (66) |
| 5. Southwest Michigan | 9.8% | (59) |
| 6. South Central Michigan | 9.8% | (59) |
| 7. Flint/Tri-Cities | 11.7% | (70) |
| 8. Oakland County | 13.5% | (81) |
| 9. Macomb County | 8.8% | (53) |
| 10. Wayne County | 17.0% | (102) |
| 11. Remainder of Det MSA | 8.5% | (51) |

2. How often do you drive a motor vehicle?

| | | |
|------------------------------------|-------|-------|
| 1. Every day or almost every day | 87.3% | (524) |
| 2. A few days a week | 11.0% | (66) |
| 3. A few days a month | 1.2% | (7) |
| 4. A few days per year | 0.5% | (3) |
| 5. Or never...TERMINATE | 0.0% | (0) |
| 6. Other _____ | 0.0% | (0) |
| 7. Undecided/Don't Know/Refused... | | |
| DO NOT OFFER | 0.0% | (0) |

3. Is the primary vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?

[IF DRIVES MORE THAN ONE VEHICLE, ASK: **Which vehicle did you drive last?**]

| | | |
|--------------------------|-------|-------|
| 1. Car | 53.0% | (318) |
| 2. Van | 11.7% | (70) |
| 3. SUV | 22.3% | (134) |
| 3. Motorcycle | 0.2% | (1) |
| 4. Pickup Truck | 12.8% | (77) |
| 5. Other Truck _____ | 0.0% | (0) |
| 6. Don't Know/Refused... | | |
| DO NOT OFFER | 0.0% | (0) |

4. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pickup?

[DO NOT OFFER OPTIONS.]

| | | |
|------------------------------------|-------|-------|
| 1. Always | 91.2% | (547) |
| 2. Most of the time | 4.8% | (29) |
| 3. Half of the time | 1.0% | (6) |
| 4. Rarely | 1.2% | (7) |
| 5. Never | 1.8% | (11) |
| 6. Undecided/Don't Know/Refused... | | |
| DO NOT OFFER | 0.0% | (0) |

5. Michigan law allows police to stop drivers solely for a seat belt violation. What do you think the fine is for such a ticket?

[DO NOT OFFER RESPONSES. IF DON'T KNOW, ASK: **What would be your best guess?**] [INTERVIEWER NOTE: IF ASKED AFTER A RESPONSE IS GIVEN, THE FINE IS \$65.]

| | | |
|------------------------------------|-------|-------|
| 1. \$25 | 1.5% | (9) |
| 2. \$50 | 9.2% | (55) |
| 3. \$65 | 13.8% | (83) |
| 4. \$100 | 21.2% | (127) |
| 5. Other [SEE APPENDIX A] | 29.3% | (176) |
| 6. Undecided/Don't Know/Refused... | | |
| DO NOT OFFER | 25.0% | (150) |

6. Now I would like to ask a few questions about drinking and driving. How many drinks would you need to consume in a two-hour time period before you would consider yourself unsafe to drive?

A drink could be a can of beer, glass of wine, or a shot of hard liquor.

| | | |
|------------------------------------|-------|-------|
| 1. Number of drinks: _____ | 76.3% | (458) |
| 1 drink | 26.6% | (122) |
| 2 drinks | 40.2% | (184) |
| 3 drinks | 19.2% | (88) |
| 4 drinks | 7.4% | (34) |
| 5 drinks | 2.6% | (12) |
| 6 drinks | 2.6% | (12) |
| 7 drinks | 0.4% | (2) |
| 8 drinks | 0.4% | (2) |
| 12 drinks | 0.2% | (1) |
| 17 drinks | 0.2% | (1) |
| 2. Undecided/Don't Know/Refused... | | |
| DO NOT OFFER | 23.7% | (142) |

7. It is illegal to drive if alcohol or drugs have impaired your driving skills, and you are assumed to be impaired if your blood or breath alcohol content is too high. At what blood alcohol percentage would it be illegal for an adult to drive in Michigan?

[INTERVIEWER NOTE: PLEASE CODE "1%" AS "0.01%," "10%" AS "0.10%," AND SO ON. THE RELEVANT BAC LEVELS ARE ALL LESS THAN 1%, BUT MANY PEOPLE ARE UNCLEAR ON WHERE THE DECIMAL POINT GOES.]

| | | |
|------------------------------------|-------|-------|
| 1. .01 % (or 1%) | 6.2% | (37) |
| 2. .02 % (or 2%) | 4.0% | (24) |
| 3. .05 % (or 5%) | 2.5% | (15) |
| 4. .08 % (or 8%) | 43.5% | (261) |
| 5. .10 % (or 10%) | 3.0% | (18) |
| 6. .15% (or 15%) | 0.5% | (3) |
| 7. Other [SEE APPENDIX B] | 9.7% | (58) |
| 8. Undecided/Don't Know/Refused... | | |
| DO NOT OFFER | 30.7% | (184) |

8. Now I would like to ask you about another law. Some states have a "move over law" that requires drivers to change lanes or slow down when approaching an emergency vehicle that is stopped on the side of the road with its overhead lights activated. Does Michigan have a "move over law"?

| | | |
|------------------------------------|-------|-------|
| 1. Yes...MOVE TO QUESTION 9 | 79.3% | (476) |
| 2. No...SKIP TO QUESTION 16 | 6.2% | (37) |
| 3. Undecided/Don't Know/Refused... | 14.5% | (87) |
| SKIP TO QUESTION 16/DO NOT OFFER | | |

9. Does Michigan law require you to move over a lane, or can you just slow down?

DO NOT OFFER RESPONSES.

| | | |
|------------------------------------|-------|-------|
| 1. Must move over | 65.8% | (313) |
| 2. Can just slow down | 7.1% | (34) |
| 3. Both move over and slow down | 27.1% | (129) |
| 4. Undecided/Don't Know/Refused... | | |
| DO NOT OFFER | 0.0% | (0) |

I would also like to know what sort of vehicles you believe the law applies to. For each of the following, could you tell me whether you believe the "move over law" applies to them?

[ROTATE 10-15]

10. Police cars?

| | | |
|----------------------------|-------|-------|
| 1. Yes | 96.4% | (459) |
| 2. No | 2.9% | (14) |
| 3. Undecided/Don't Know... | | |
| DO NOT OFFER | 0.6% | (3) |
| 4. Refused...DO NOT OFFER | 0.0% | (0) |

11. Fire Trucks/Ambulances?

| | | |
|----------------------------|-------|-------|
| 1. Yes | 96.8% | (461) |
| 2. No | 2.9% | (14) |
| 3. Undecided/Don't Know... | | |
| DO NOT OFFER | 0.2% | (1) |
| 4. Refused...DO NOT OFFER | 0.0% | (0) |

12. Tow trucks?

| | | |
|----------------------------|-------|-------|
| 1. Yes | 60.3% | (287) |
| 2. No | 29.8% | (142) |
| 3. Undecided/Don't Know... | | |
| DO NOT OFFER | 9.9% | (47) |
| 4. Refused...DO NOT OFFER | 0.0% | (0) |

13. Construction vehicles?

| | | |
|----------------------------|-------|-------|
| 1. Yes | 57.4% | (273) |
| 2. No | 35.5% | (169) |
| 3. Undecided/Don't Know... | | |
| DO NOT OFFER | 6.9% | (33) |
| 4. Refused...DO NOT OFFER | 0.2% | (1) |

14. Any stopped car or truck?

| | | |
|----------------------------|-------|-------|
| 1. Yes | 38.2% | (182) |
| 2. No | 52.7% | (251) |
| 3. Undecided/Don't Know... | | |
| DO NOT OFFER | 8.8% | (42) |
| 4. Refused...DO NOT OFFER | 0.2% | (1) |

15. Bicyclists?

| | | |
|----------------------------|-------|-------|
| 1. Yes | 39.9% | (190) |
| 2. No | 51.9% | (247) |
| 3. Undecided/Don't Know... | | |
| DO NOT OFFER | 8.2% | (39) |
| 4. Refused...DO NOT OFFER | 0.0% | (0) |

16. I would also like to ask you about Michigan's graduated driver license law. This is the law that gradually expands privileges for new drivers as they gain experience. Some states restrict 16-year-old drivers from having multiple passengers or teenage passengers. Does Michigan law restrict how many passengers a 16-year-old driver can have in a vehicle?

| | | |
|------------------------------------|-------|-------|
| 1. Yes | 71.7% | (430) |
| 2. No | 10.0% | (60) |
| 3. Undecided/Don't Know/Refused... | | |
| DO NOT OFFER | 18.3% | (110) |

17. Are teen drivers in Michigan with a graduated driver license allowed to use a cell phone while driving to make phone calls?

| | | |
|---------------------------------------|-------|-------|
| 1. Yes | 4.7% | (28) |
| 2. No | 88.2% | (529) |
| 3. Only in emergencies...DO NOT OFFER | 0.8% | (5) |
| 4. Undecided/Don't Know/Refused... | | |
| DO NOT OFFER | 6.3% | (38) |

18. Now let's move onto some questions about all drivers. If a driver were to be stopped by the police, on a scale of 1 to 10, how likely would he or she be to get a ticket rather than a verbal warning? Again, 1 means he never gets a ticket, and 10 means he always does.

[IF THE ANSWER IS SOMETHING LIKE "I always obey traffic laws" OR "I would never be stopped," ASK, "Not you perhaps, but if the police were to stop someone else, how likely would a ticket be on a one to 10 scale?"]

| | | | | | | | | | | |
|------|------|------|------|-------|------|-------|-------|------|-------|--------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DK/REF |
| 1.3% | 1.0% | 2.3% | 2.7% | 26.8% | 6.7% | 15.0% | 16.3% | 8.3% | 11.7% | 7.8% |
| (8) | (6) | (14) | (16) | (161) | (40) | (90) | (98) | (50) | (70) | (47) |

19. Now, if you were driving during the day and saw a car stopped by a police officer, what would be your first thought about what the officer stopped the driver for?

[DO NOT OFFER OPTIONS. ACCEPT JUST ONE RESPONSE]

| | | |
|---|-------|-------|
| 1. Speeding | 75.7% | (454) |
| 2. Seat Belt | 1.8% | (11) |
| 3. Drunk Driving | 0.8% | (5) |
| 4. Red Light Running | 1.3% | (8) |
| 5. Tailgating | 0.2% | (1) |
| 6. Aggressive Driving | 1.7% | (10) |
| 7. Faulty Equipment (taillight out, etc.) | 2.0% | (12) |
| 8. Car Crash | 0.0% | (0) |
| 9. Undecided/Don't Know/Refused... | 16.5% | (99) |
| DO NOT OFFER | | |

20. Would you assume it was the same thing if you saw a car stopped at night, or would you guess something else?

[DO NOT OFFER OPTIONS. CODE PREVIOUS OR NEW ANSWER.]

| | | |
|---|-------|-------|
| 1. Speeding | 42.3% | (254) |
| 2. Seat Belt | 0.2% | (1) |
| 3. Drunk Driving | 27.0% | (162) |
| 4. Red Light Running | 0.8% | (5) |
| 5. Tailgating | 0.2% | (1) |
| 6. Aggressive Driving | 2.7% | (16) |
| 7. Faulty equipment (taillight out, etc.) | 9.5% | (57) |
| 8. Car Crash | 0.2% | (1) |
| 9. Undecided/Don't Know/Refused... | 17.2% | (103) |
| DO NOT OFFER | | |

Now, I am going to read several statements. For each one, please tell me if you agree or disagree with that statement. [ASK: Would that be strongly agree/disagree or just somewhat agree/disagree?]

21. Seat belts are just as likely to harm you as help you.

| | | |
|--------------------------|-------|-------|
| 1. Strongly agree | 7.7% | (46) |
| 2. Somewhat agree | 13.2% | (79) |
| 3. Somewhat disagree | 17.7% | (106) |
| 4. Strongly disagree | 59.7% | (358) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 1.8% | (11) |

22. If I were in a crash, I would want to have my seat belt on.

| | | |
|--------------------------|-------|-------|
| 1. Strongly agree | 88.3% | (530) |
| 2. Somewhat agree | 7.7% | (46) |
| 3. Somewhat disagree | 1.2% | (7) |
| 4. Strongly disagree | 1.7% | (10) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 1.2% | (7) |

23. My driving skills are better than those of the average driver.

| | | |
|--------------------------|-------|-------|
| 1. Strongly agree | 43.2% | (259) |
| 2. Somewhat agree | 35.5% | (213) |
| 3. Somewhat disagree | 10.5% | (63) |
| 4. Strongly disagree | 4.3% | (26) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 6.5% | (39) |

24. I am less likely to be in a crash than the average driver.

| | | |
|--------------------------|-------|-------|
| 1. Strongly agree | 32.3% | (194) |
| 2. Somewhat agree | 29.2% | (175) |
| 3. Somewhat disagree | 19.3% | (116) |
| 4. Strongly disagree | 10.2% | (61) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 9.0% | (54) |

25. Police should enforce seat belt laws for adults more strictly.

| | | |
|--------------------------|-------|-------|
| 1. Strongly agree | 36.8% | (221) |
| 2. Somewhat agree | 23.5% | (141) |
| 3. Somewhat disagree | 18.5% | (111) |
| 4. Strongly disagree | 16.7% | (100) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 4.5% | (27) |

26. Police should enforce car seat and seat belt laws for children more strictly.

| | | |
|--------------------------|-------|-------|
| 1. Strongly agree | 75.8% | (455) |
| 2. Somewhat agree | 12.8% | (77) |
| 3. Somewhat disagree | 5.2% | (31) |
| 4. Strongly disagree | 4.0% | (24) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 2.2% | (13) |

27. Police should enforce drunk driving laws more strictly.

| | | |
|--------------------------|-------|-------|
| 1. Strongly agree | 72.7% | (436) |
| 2. Somewhat agree | 12.3% | (74) |
| 3. Somewhat disagree | 6.5% | (39) |
| 4. Strongly disagree | 4.3% | (26) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 4.2% | (25) |

28. Police should enforce red light-running more strictly.

| | | |
|--------------------------|-------|-------|
| 1. Strongly agree | 64.7% | (388) |
| 2. Somewhat agree | 19.0% | (114) |
| 3. Somewhat disagree | 8.2% | (49) |
| 4. Strongly disagree | 3.8% | (23) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 4.3% | (26) |

29. Police should enforce speed limits more strictly.

| | | |
|--------------------------|-------|-------|
| 1. Strongly agree | 33.7% | (202) |
| 2. Somewhat agree | 33.2% | (199) |
| 3. Somewhat disagree | 19.5% | (117) |
| 4. Strongly disagree | 8.8% | (53) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 4.8% | (29) |

30. About those speed limits: In your community, would you say that speed limits on local roads are too high, too low, or just about right?

| | | |
|------------------------------------|-------|-------|
| 1. Speed limits too high | 2.7% | (16) |
| 2. Speed limits too low | 9.3% | (56) |
| 3. Speed limits just about right | 86.8% | (521) |
| 4. Undecided/Don't Know/Refused... | | |
| DO NOT OFFER | 1.2% | (7) |

31. If you are involved in an automobile crash, in which you are unhurt and the vehicle is drivable, should you move the vehicle off the roadway?

| | | |
|-------------------------|-------|-------|
| Yes | 83.0% | (498) |
| No | 14.0% | (84) |
| Don't Know/Undecided... | | |
| DO NOT OFFER | 3.0% | (18) |
| Refused... | | |
| DO NOT OFFER | 0.0% | (0) |

32. If you are involved in an automobile crash, in which you are unhurt, should you remain in the vehicle with your seat belt on or should you get out of the vehicle and move to the side of the road?

| | | |
|--------------------------------------|-------|-------|
| 1. Stay in vehicle with seat belt on | 30.5% | (183) |
| 2. Move to the side of the road | 59.3% | (356) |
| 3. Don't Know/Undecided... | | |
| DO NOT OFFER | 10.0% | (60) |
| 4. Refused... | | |
| DO NOT OFFER | 0.2% | (1) |

33. In Michigan, it is illegal to drink if you are under 21 years of age. If an adult provides alcohol to someone under 21 years old, would you say that individual can or cannot be held legally liable for providing alcohol to a minor?

| | | |
|----------------------------|-------|-------|
| 1. Can be held liable | 96.5% | (579) |
| 2. Cannot be held liable | 1.7% | (10) |
| 3. Don't Know/Undecided... | | |
| DO NOT OFFER | 1.7% | (10) |
| 4. Refused... | | |
| DO NOT OFFER | 0.2% | (1) |

34. Now a couple of questions about cell phone use in the vehicle. Do you make or accept phone calls while driving...[IF YES, ASK: AND DO YOU USE A HANDS FREE DEVICE OR DO YOU USE YOUR CELL PHONE?]

| | | |
|--|-------|-------|
| 1. Yes, hands free device . . MOVE TO QUESTION 35 | 25.2% | (151) |
| 2. Yes, cell phone . . MOVE TO QUESTION 35 | 27.8% | (167) |
| 3. Yes, hands free device and cell phone . . 5.7% MOVE TO QUESTION 35 | | (34) |
| 4. NO, do not accept or make phone calls . . 41.0% SKIP TO QUESTION 36 | | (246) |
| 5. Don't Know/Refused... DO NOT OFFER/SKIP TO QUESTION 36 | 0.3% | (2) |

35. And how often do you make or accept telephone calls while driving?

| | | |
|----------------------------|-------|-------|
| 1. Daily | 31.0% | (109) |
| 2. A couple times per week | 28.4% | (100) |
| 3. Several times per month | 15.3% | (54) |
| 4. Rarely | 25.0% | (88) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 0.3% | (1) |

36. Have you sent text messages or emails while driving?

| | | |
|----------------------------------|-------|-------|
| 1. Yes...MOVE TO QUESTION 37 | 16.3% | (98) |
| 2. No...SKIP TO QUESTION 38 | 83.5% | (501) |
| 3. Don't Know/Refused... | 0.2% | (1) |
| DO NOT OFFER/SKIP TO QUESTION 38 | | |

37. And how often do you send text messages or emails while driving?

| | | |
|----------------------------|-------|------|
| 1. Daily | 21.4% | (21) |
| 2. A couple times per week | 21.4% | (21) |
| 3. Several times per month | 15.3% | (15) |
| 4. Rarely | 41.8% | (41) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 0.0% | (0) |

38. Have you looked at incoming text messages or emails while driving?

| | | |
|----------------------------------|-------|-------|
| 1. Yes...MOVE TO QUESTION 39 | 31.0% | (186) |
| 2. No...SKIP TO QUESTION 40 | 69.0% | (414) |
| 3. Don't Know/Refused... | 0.0% | (0) |
| DO NOT OFFER/SKIP TO QUESTION 40 | | |

39. And how often do you look at incoming text messages or emails while driving?

| | | |
|----------------------------|-------|------|
| 1. Daily | 22.6% | (42) |
| 2. A couple times per week | 22.0% | (41) |
| 3. Several time per month | 11.8% | (22) |
| 4. Rarely | 43.5% | (81) |
| 5. Don't Know/Refused... | | |
| DO NOT OFFER | 0.0% | (0) |

40. And would you say it is against the law or not against the law to send text message or emails while you are driving?

| | | |
|---------------------------|-------|-------|
| 1. Against the law | 84.3% | (506) |
| 2. Not against the law | 7.5% | (45) |
| 3. Don't Know/Not Sure... | | |
| DO NOT OFFER | 8.0% | (48) |
| 4. Refused... | | |
| DO NOT OFFER | 0.2% | (1) |

Now, just a few questions for statistical purposes.

41. Could you please tell me in what year you were born?

| | | |
|----------------------------------|-------|-------|
| 1. 1990-1996 (18-24) | 7.0% | (42) |
| 2. 1985-1989 (25-29) | 9.5% | (57) |
| 3. 1979-1984 (30-35) | 7.7% | (46) |
| 4. 1974-1978 (36-40) | 9.8% | (59) |
| 5. 1964-1973 (41-49) | 20.7% | (124) |
| 6. 1959-1963 (50-55) | 11.3% | (68) |
| 7. 1950-1958 (56-64) | 14.8% | (89) |
| 8. 1949 and before (65 and over) | 18.2% | (109) |
| Don't Know/Refused... | | |
| DO NOT OFFER | 1.0% | (6) |

42. What is your race or ethnic background?

| | | |
|---|-------|-------|
| 1. White | 80.3% | (482) |
| 2. African American | 11.7% | (70) |
| 3. Hispanic (Puerto Rican/ Mexican-American) | 1.7% | (10) |
| 4. Asian | 1.5% | (9) |
| 5. Mixed Race | 1.0% | (6) |
| 6. Native American | 0.3% | (2) |
| 7. Don't Know/Refused... | | |
| DO NOT OFFER | 3.5% | (21) |

43. What is the last grade or level of schooling you completed?

[DO NOT OFFER OPTIONS]

| | | |
|--|-------|-------|
| 1. 1st to 8th Grade | 0.5% | (3) |
| 2. 9th Grade | 0.5% | (3) |
| 3. 10th Grade | 0.8% | (5) |
| 4. 11th Grade | 1.5% | (9) |
| 5. 12 Grade | 0.5% | (3) |
| 6. High School Graduate | 23.3% | (140) |
| 7. Non College/Post High School/ Technical Training | 3.2% | (19) |
| 8. Some College | 22.7% | (136) |
| 9. College Graduate | 31.5% | (189) |
| 10. Post Graduate School | 14.7% | (88) |
| 11. Don't Know/Undecided... | | |
| DO NOT OFFER | 0.3% | (2) |
| 12. Refused...DO NOT OFFER | 0.5% | (3) |

44. Sex: DO NOT ASK

| | | |
|-----------|-------|-------|
| 1. Male | 50.0% | (300) |
| 2. Female | 50.0% | (300) |

45. TELEPHONE: DO NOT ASK

| | | |
|---------------|-------|-------|
| 1. Cell phone | 20.0% | (120) |
| 2. Land line | 80.0% | (480) |

THANK YOU. THAT COMPLETES OUR SURVEY.

OHSP Staff

| Contact | Program Area |
|---|--------------------------|
| Michael L. Prince | Director |
| Janet Hengesbach | Executive Secretary |
| SAFETY PLANNING AND ADMINISTRATION | |
| Kathy Farnum | Senior Section Chief |
| Susan Bishop | Grants Technician |
| Linda Fech | Seniors/Teens |
| Charlotte Kilvington | Analysis & Evaluation |
| Alicia Sledge | Traffic Records |
| COMMUNICATIONS | |
| Anne Readett | Section Chief |
| Kristin Allen | Digital Information |
| Jonathan Benallack | Graphic Designer |
| Melody Kindraka | Public Information |
| FINANCIAL MANAGEMENT | |
| Spencer Simmons | Section Chief |
| Kara McCumber | Administrative Assistant |
| Julie Roth | Secondary Road Patrol |
| Heidi Ruis | Accountant |
| Jean Shattuck | Accounting Technician |
| PROGRAM MANAGEMENT | |
| Jason Hamblen | Section Chief |
| Jamie Dolan | Northern Michigan |
| Pat Eliason | Police Traffic Services |
| Michael Harris | State DRE Coordinator |
| Alyson Kechkaylo | Occupant Protection |
| Dianne Perukel | Alcohol |
| Chad Teachout | Motorcycle |



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